The Pulse of the Motion Picture Industry

BOXOFFICE

A scene from Walt Disney's feature production of "Alice in Wonderland."

"Alice in Wonderland" Wins August Blue Ribbon Award

—Page 24

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CANADIAN EDITION

SEPTEMBER 8, 1951

100% SOCK REVIEWS ON M·G·M's "ANGELS IN THE OUTFIELD!"

Typical sample of all trade paper reviews is this one from VARIETY:

"'Angels In The Outfield' bids fair to be one of the year's top grossers. Fine box-office outlook for this rip-roaring comedy fantasy, starring Paul Douglas, Janet Leigh and introducing little Donna Corcoran, 'another Shirley Temple.'"

M-G-M presents "ANGELS IN THE OUTFIELD" starring PAUL DOUGLAS • JANET LEIGH • with Keenan Wynn • Lewis Stone • Spring Byington • Bruce Bennett and introducing Donna Corcoran • Screen Play by Dorothy Kingsley and George Wells • Based on a Story by Richard Conlin • Produced and Directed by Clarence Brown

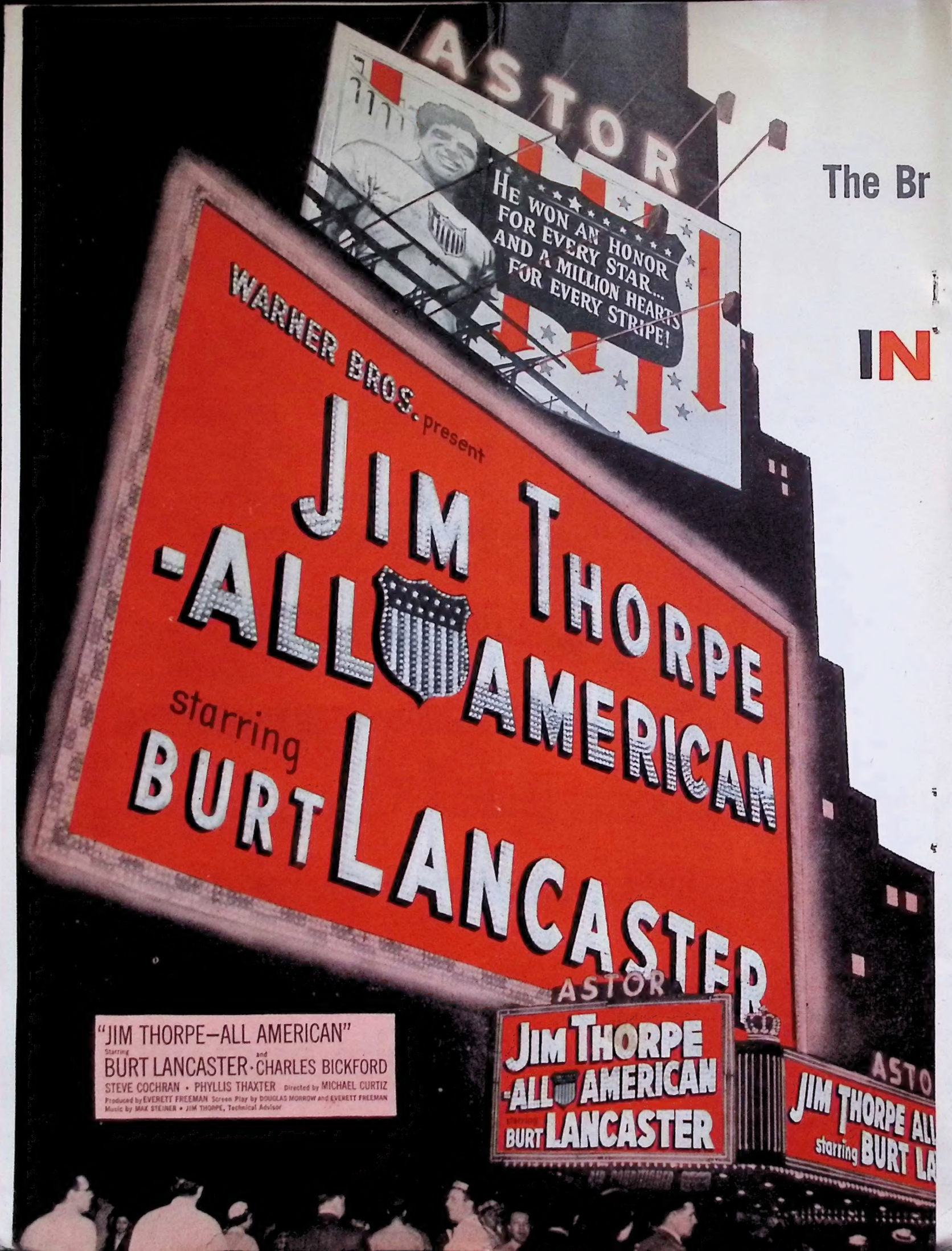
100% SOCK REVIEWS ON M·G·M's "AMERICAN IN PARIS!" *(Technicolor)*

Typical sample of all trade paper reviews is this one from MOTION PICTURE DAILY:

(A Front Page Review)

"Nothing quite like M-G-M's 'An American In Paris' has come from Hollywood. It has Gene Kelly's finest performance, Gershwin's music, new faces and fine talents. A new milestone in film musicals. Entertainment with a capital E."

M-G-M presents "AN AMERICAN IN PARIS" to the music of George Gershwin starring GENE KELLY and introducing LESLIE CARON with OSCAR LEVANT • GEORGES GUETARY • Nina Foch • Color by TECHNICOLOR • Story and screenplay by Alan Jay Lerner • Lyrics by Ira Gershwin • Directed by Vincente Minnelli • Produced by Arthur Freed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WARNER BROS. present
JIM THORPE -ALL AMERICAN
starring BURT LANCASTER
ASTOR
JIM THORPE -ALL AMERICAN
BURT LANCASTER
"JIM THORPE—ALL AMERICAN"
Starring BURT LANCASTER and CHARLES BICKFORD
STEVE COCHRAN • PHYLLIS THAXTER Directed by MICHAEL CURTIZ
Produced by EVERETT FREEMAN Screen Play by DOUGLAS MORROW and EVERETT FREEMAN
Music by MAX STEINER • JIM THORPE, Technical Advisor
ASTO
JIM THORPE ALL
starring BURT LA

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oadway Bright-Lights Are Blazing The News That

THE MOTION PICTURE DUSTRY SCORES AGAIN!

The lone Oklahoma Indian who became

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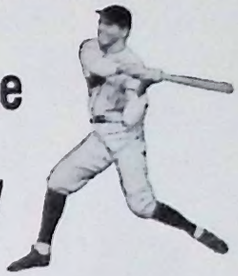


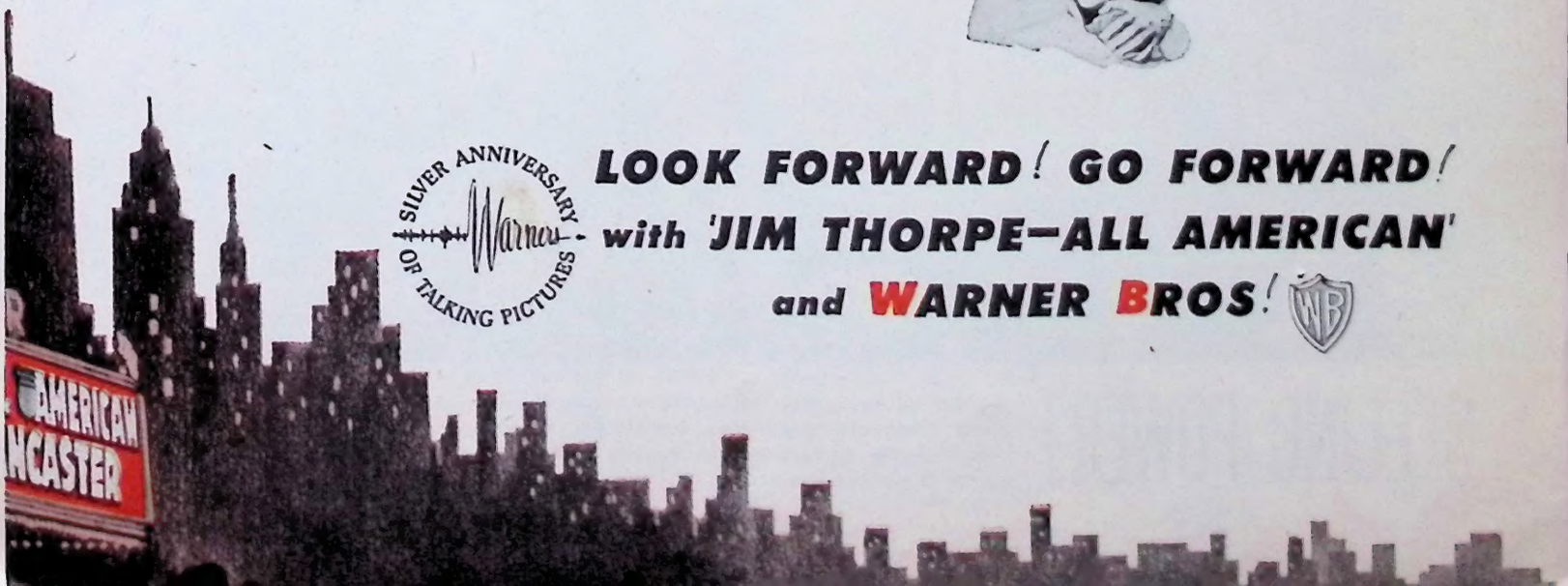
is the new champ of the boxoffice!

Boom-time business—beating "Moonlight Bay"

and "Flame and the Arrow" — — — in Philly!

Cleveland! Atlantic City! Tulsa! Carlisle! Oklahoma City!

Muskogee! Happy holdover to you!



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with 'JIM THORPE—ALL AMERICAN'

and WARNER BROS!

SELLING POWER!

Striking ad and poster art for 20th Century-Fox's out-of-this-world thriller, "The Day the Earth Stood Still," points up the strange, unearthly calibre of this top science-fiction film. Starring Michael Rennie, Patricia Neal and Hugh Marlowe, the interplanetary spine-tingler is released this month!

(Advertisement)

BOXOFFICE *The Pulse of the Motion Picture Industry*

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Vol. 59 No. 19

SIGNS OF BETTER TIMES

ENTHUSIASM is rife again in our business! Not only does this stem from the Movietime U.S.A. meetings that have been held around the country, it is generated to a considerable extent by the upsurge of business that began late in May and is steadily gaining in strength.

We have frequently pointed out the need for enthusiasm as an essential to showmanship, whether it be used in the merchandising of a picture or in developing interest in the theatre, *per se*. With tastes for entertainment so variable, the instance is rare when an enthusiastic approach will be miscarried. Nevertheless, the current causes for a revival of the showmanship spark are soundly based in a consistently good output of picture fare and the new confidence which this has given to theatremen, producers and distributors. And the public!

Another sign of a new and progressive spirit is the "one - for - all - and - all - for - one" attitude evinced at industry gatherings. For instance: In Kansas City last week, Charles Einfeld, vice-president in charge of advertising and publicity for 20th Century-Fox, told the gathering of Fox Midwest Theatre managers about the merits of releases coming from *other* studios, as well as from his own. He mentioned competitors' product by name, as well as giving brief descriptions of some of these pictures. There was similar instance at the Commonwealth Theatres meeting held this week when Frank Whitbeck of the MGM studio, Archie Herzoff of Universal-International studio and Steve Broidy, president of Monogram, spoke enthusiastically about the general product improvement, naming pictures from other studios. This is an encouraging sign, for it carries forward the selling of the industry, as well as a particular brand or individual picture. That inspires confidence in the industry as a whole and, of course, enthusiasm, which is bound to exemplify itself in merchandising to the public, both to and through the theatre.

Putting selling effort, for product and institution, at the top of the list of ways to increase attendance, Howard Jameyson, president of Commonwealth, exhorted his managers to disregard budget when it comes to giving pictures the stronger selling that they merit, either for their entertainment qualities or because of special merchandising facets. He gave to his theatre managers similar authority for making property improvements—and institutional selling.

Jameyson colorfully described such a course as taking "a calculated risk." But he was not being reckless, in this instance, because such a policy had more or less been tried by his circuit and found to be successful in showing increases in attendance, whereas more conservative policies had shown patronage losses. Nevertheless, this is an unusual thing, which is another sign of confidence in the future of this business, of which only a short while ago there was some despair.

At the outset of announcement of the Movietime U.S.A. campaign, we concluded a commentary on this page as follows: "This Jubilee campaign must not be just a flash-in-the-pan that will fade out in 30 days. It must have the solid strength that will give it enduring value. To achieve that, there must be a continuance of good showmanship, coupled with a continuing release of pictures worthy of the extra effort. In other words, there must be a carrying forward of the teamwork—the unity—thus far achieved through COMPO."

It is therefore gratifying that R. J. O'Donnell has announced that the campaign will be extended as a celebration of the golden anniversary of the establishment of the first motion picture theatre. We are glad to see this recognition made of the *theatre*, because that, again, will bring about a selling of the institution, which cannot be overstressed.

Yes, the signs of the times are better—much better—than they have been for a long time. They will continue to be good and to improve, so long as enthusiasm continues to back up the merchandising of the "goods" we have to sell.

* *

When a Knock Is a Boost

That recent Life magazine article is turning out to be a blessing in disguise. It has stirred an industry resentment that has resulted in an increase of institutional advertising by theatres around the country and otherwise stepping up promotional activity. Further, it has tended to bring strong support to the industry from newspapers. Local and syndicated columns and editorials by the bushelful have taken a favorable stand for the industry.

Additionally, the confidence of continuing, if not increasing, public interest in motion pictures is evidenced by the introduction of motion picture sections or departments by national magazines that have never before given much attention to this entertainment medium. American magazine leads off its new section with two pages devoted to films, giving much less space to radio-TV and records. And that erudite Saturday Review of Literature has begun to review pictures in recognition of their importance to their readers.

Ben Shlyen

NEW YORK MOVIETIME RALLY JAMS RKO 58TH ST. THEATRE

Biggest Industry Gathering Since the Bond Drives Of World War II

NEW YORK—The rally in behalf of Movietime U.S.A. at the RKO 58th St. Theatre Thursday (6) was the biggest industry gathering since the War Savings Bonds gatherings of World War II. The theatre seats more than 3,000 persons and it was jammed.

It was an all-industry holiday, with most of the home offices of distributors, practically all of the exchanges, and offices of National Screen Service, concessionaires and equipment dealers closed so workers could attend. Managers and staffs of many theatres in the metropolitan area also were present, along with an imposing group of executives.

O'DONNELL, ALEXANDER SPEAK

Among the company heads present were: Nicholas M. Schenck, Jack Cohn, Barney Balaban, Spyros P. Skouras and Sol Schwartz.

In honor of the occasion the theatre was completely decorated with banners and other accessories. Even the marquee was changed for the day and a special platform was built on the stage in time for the opening of the session at 9:30 a. m.

The principal speakers were: Robert J. O'Donnell, national director of the campaign, and Rev. William Alexander, clergyman and operator of a Texas drive-in. Both stopped off here on their national tour in behalf of the drive. Arthur L. Mayer, representing the Council of Motion Picture Organizations, spoke briefly.

The Reverend Alexander, who has the Will Rogers gift for homespun philosophy and humorous down-to-earth stories, held the huge audience in the palm of his hand for the better part of an hour. He said he knew of nothing that even approached the movies in the way of entertainment and that one of the three rules for making a success of Movietime U.S.A. was "perspiration" to get the campaign rolling. He had the audience singing a campaign song and then had them get up and cheer him at the end of his speech.

AMONG OTHERS WHO ATTENDED

O'Donnell told of a plan, still in the discussion stage, to select a typical American movie family to send on tour of the country during the drive.

Fred Schwartz, Ed Rugoff, Harry Brandt, Wilbur Snaper and Maury Miller were four co-chairmen, representing the Organization of Motion Picture Industry of the City of New York, which has been working on a promotional campaign for some time and is cooperating with COMPO. Rugoff is president of the Metropolitan Motion Picture Theatres Ass'n; Harry Brandt is president of the Independent Theatre Owners of America; Wilbur Snaper is president of Allied Theatre Owners of New Jersey; Fred Schwartz is vice-president of the Century Circuit, and Maurice Miller heads the New Jersey TOA unit.

Rev. William Alexander addresses a luncheon meeting of motion picture men at the Cosmopolitan hotel in Denver after the Movietime U.S.A. Rocky Mountain area kickoff rally at the Denham hotel. Well-known filmites seen are Mayer Monsky (forefront), U-I Denver branch manager; rear, Joe Stone, National Theatre Supply branch manager; Larry Starsmore, president, Westland Circuit; and Don Alexander jr. of Alexander Films, Colorado Springs.

All the National Screen accessories that were ready were put on display. They were elaborate, and included balloons, valances, streamers, 24-sheets, three-sheets, one-sheets, 40x60's, six-foot standees, ad slugs, stills and mats.

In addition to the personalities mentioned above those present included:

Columbia—A. Montague and Art Schmidt.

MGM—William F. Rodgers, John Joseph, E. M. Saunders, Charles M. Reagan, John Byrne, H. M. Richey, M. L. Simons and Louis Allerhand.

Paramount—Al Schwalberg, E. K. (Ted) O'Shea, Hugh Owen and Jerry Pickman.

RKO Pictures—Robert Mochrie, S. Barret McCormick.

RKO Theatres—Harry Mandel and William Howard.

Twentieth Century-Fox—William Gehring, Al Lichtman, Edward Aaron, Arthur Silverstone, Jonas Rosenfield, Rodney Bush and Charles Einfeld.

United Artists—William J. Heineman, Bernard Kranze, Max E. Youngstein, Francis Winikus, Al Tamarin, Nat Nathanson and Edward Mullen.

Universal-International—John J. O'Connor, Charles Feldman, Maurice Bergman and Phil Gerard.

Warner Bros.—Harry Goldberg, Harry Kalmine, Lou Kaufman, Frank Marshall and Zeb Epstein.

Herman Robbins and George Dembow were present from National Screen Service.

Representatives of industry unions included Richard F. Walsh, Herman Gelber, Sol Pernick, Thomas Murtha and Jerry Chaiken.

From advertising agencies—E. J. Churchill, John Hertz jr. and Monroe Greenthal.

Independent theatre owners and circuit representatives were: Max A. Cohen, Robert Weitman, David Weinstock, Leo Brecher, Joseph Seider, Julius Joelson, David T. Katz, Sam Rinzler, Sam Rosen, Sol Strassberg, Russell Downing, Jack Daily, Charles Hacker and Sidney Goldman.

A. J. Richard, Walton Ament, Edmund Reek, M. D. Clofine and Thomas Mead represented the newsreels.

Radio Tribute to Films Over CBS Sept. 24

NEW YORK—Lux Radio Theatre will present 16 Hollywood stars in scenes from their outstanding hits at 9 p. m. September 24 over the Columbia Broadcasting System network as a salute to the film industry.

96 Hollywood Names Ready for Junkets

HOLLYWOOD—Ninety-six representatives of filmdom's elite in the fields of acting, production, direction and writing have enlisted as the first volunteers and vanguard of a group of more than 200 to tour the nation as ambassadors-at-large during the COMPO-sponsored Movietime U.S.A. celebration, which tees off October 8. As lined up by the Screen Actors Guild, Artists Managers Guild, Hollywood Coordinating Committee and studio talent heads, the junketeers are:

Players—Dana Andrews, Roscoe Ates, Ward Bond, Billie Burke, Spring Byington, Joseph Calleia, Macdonald Carey, Charles Coburn, Broderick Crawford, Nancy Davis, Bette Davis, Gary Merrill, William Demarest, Billy de Wolfe, Dan Duryea, Mel Ferrer, Mona Freeman, Reginald Gardiner, Kathryn Grayson, Paul Harvey, William Holden, William Lundigan, Frank Lovejoy, Dorothy Lamour, Viveca Lindfors, John Lund, Joyce McKenzie, Virginia Mayo, Michael O'Shea, Monica Lewis, Roddy McDowall, George Murphy, Dennis O'Keefe, Debra Paget, Gregory Peck, Walter Pidgeon, Ronald Reagan, Donna Reed, Sheila Ryan, Charles Starrett, Craig Stevens, Barry Sullivan, Regis Toomey, Forrest Tucker, Raymond Walburn, Richard Widmark and Chill Wills.

Producers—Irving Asher, Robert Bassler, Bryan Foy, Arthur Hornblow jr., George Jessel, Edward Knopf, Jesse L. Lasky sr., Sol Lesser, William Perlberg, Sol C. Siegel, Robert Sisk, Anthony Veiller, Walter Wanger, Carey Wilson and Sam Zimbalist.

Directors—Edward Bernds, Frank Capra, Delmer Daves, Cecil B. DeMille, Henry King, Leo McCarey, George Marshall, George Sidney, George Stevens and King Vidor.

Writers—Sy Bartlett, Richard Breen, Charles Brackett, Oscar Brodney, Valentine Davies, Helen Deutsch, Irwin Gielgud, Ivan Goff, Howard J. Green, Edmund Hartmann, F. Hugh Herbert, Virginia Kellogg, John Larkin, Emmet Lavery, William Ludwig, Mary McCall, Richard Murphy, Sloan Nibley, Frank Nugent, Allen Rivkin, George Seaton, Leonard Spigelgass and Karl Tunberg.

All appearances are subject to picture commitments, and those unable to take part in the nationwide Movietime openings will participate in subsequent events, it was explained by Samuel J. Briskin, Hollywood chairman.

A highlight of the year-long celebration will be the "Golden Jubilee" observance of the opening of the first exclusively motion picture theatre in Los Angeles in 1902. The touring celebrities will meet the public in schools, service clubs, churches and similar organizations, but will make no theatre appearances.

Bamberger Promoting Use Of Movietime Speakers

NEW YORK—Use of speakers in each exchange area to tell civic organizations about Movietime U.S.A. has been advocated by Leon J. Bamberger, RKO sales promotion manager and head of the drive speakers' bureau, in a letter sent all area exchange chairmen. With it went a kit containing 11 speeches.

Bamberger suggested that one person on each local committee be named bureau chairman and that he contact exchanges, exhibitor organizations, supply dealers and others for persons to address civic organizations. He asked that after speakers have been obtained, the chairman urge all exhibitors and exchange managers to arrange for engagements locally. Exhibitors also were asked to personally address their own audiences. Travel expense would be borne by the exhibitor requesting a speaker.

MORE COLOR FILMS AND STARS ON NEW MONOGRAM PROGRAM

45 Features to Be Made At a Steady Rate of Four Each Month

TORONTO—More color pictures than they ever released before, a more important star roster, the filming of popular stories by name authors—several of them literary classics—and a greatly augmented producer contingent were all reflected in the confidence with which Steve Broidy, president of Monogram and Allied Artists, announced his companies' 1951-52 season. Forty-five feature films, to be made at a steady rate of four a month, were detailed to a meeting of the Monogram Canadian distributing representatives at the King Edward hotel here Friday (7).

PLAN 13 IN CINECOLOR

More than one-fourth of the entire output will be filmed in Cinecolor, he said. These will be six high-budget Allied Artists productions, one Walter Wanger special and six Monogram productions. "The 100 per cent increase in color films," Broidy said, "is a result of the highly satisfactory returns we had on our six color specials released last season." The balance of the variegated Monogram program will include 32 films with all types of entertainment planned for the modern market, the company president stated.

The entire program, Broidy revealed for the first time, will be under the supervision of newly appointed executive producer Walter Mirisch. "Furthermore," he added, "the door will be kept wide open for any producer who can augment this program with product which measures up to the caliber of our already scheduled films."

Several other innovations for its Hollywood studios were noted in Monogram's schedule, including a heavier use of topical stories and the casting of two stars in the western product. The six Johnny Mack Brown films, for instance, will co-star Jimmy Ellison, while the six in the Whip Wilson series will have Jim ("Red Ryder") Bannon and Fuzzy Knight in support.

THREE FROM WALTER WANGER

The Allied Artists program will include three Walter Wanger productions. First to go will be "Yellow Knife," based on the Saturday Evening Post serial, "Buccaneer of the Barrens," by Robert Ormond Case. John Tucker Battle, who scripted "The Frogmen," has been signed to do the screenplay. Second on the Wanger program will be "Queen of the Universe," an original story by Ben Hecht, with Sherman Lowe doing the screenplay, followed by "Beauty and the Beast."

Scott R. Dunlap will produce "The Police Story" with the cooperation of the Los Angeles police department and "Battle Zone," timely war drama. Scheduled as a Walter Mirisch production on the Allied Artists slate is "The Black Knight," the story of Richard the Lion-Hearted.

Heading the Monogram Cinecolor program will be Wanger's "Aladdin and His Lamp," augmented by six Monogram specials including "Hiawatha," to be produced by Mirisch; "Flat Top," to be produced with the cooperation of the U.S. navy; "Wagons West," starring Rod Cameron, to be made by Vincent M. Fennelly; "The Rose Bowl Story," which will bring the traditional game and event to the screen; "Wild Stallion" and "Little Shepherd of Kingdom Come."

Leo Gorcey with Huntz Hall, under the guidance of Producer Jerry Thomas, will lead the Bowery Boys in four films, including "Bowery Leathernecks" and three others to be announced shortly. Johnny Sheffield will again star in two of the Bomba, the Jungle Boy series, which will be "African Treasure" and "Jungle Girl," with Mirisch as producer.

Two Wayne Morris starrers, "Submarine School," to be filmed with the cooperation of the U.S. navy at New London, Conn., and "Starlight Canyon," will be produced by Lindsley Parsons.

Wild Bill Elliott, newly acquired western star, will appear in two outdoor specials, to be filmed in sepia tone, "The Longhorn" and "Vengeance Trail." Stanley Clements will launch his new Monogram contract with "Jet Job" and "Army Bound," to be produced by Ben Schwalb. The topical pictures will be based on fast-moving events taken from the front pages.

The popular James Oliver Curwood stories starring Kirby Grant and featuring Chinook, the canine star, will be produced by Lindsley Parsons. They are "Yukon Gold" and "Timber Wolf." From William F. Broidy Productions will come two action pictures, "Escape to Freedom," starring Roddy McDowall, and "Sea Tiger." Two collegiate pictures to be made against athletic backgrounds are scheduled.

The entire western program will be produced by Vincent M. Fennelly.

AT KANSAS CITY MEETING

The Monogram sales and production executives who met in Kansas City are (seated) in the usual order: G. Ralph Branton, member of the board; Steve Broidy, president; Morey Goldstein, general sales manager; Harold Mirisch, vice-president. Standing: L. E. Goldhammer, eastern sales manager; John C. Flinn, director of advertising and publicity; Ed Morey, vice-president; Lloyd Lind, supervisor of exchanges; James Prichard, southwest division sales manager; Walter Mirisch, executive producer, and Harold Wirthwein, western sales manager.

KANSAS CITY—At a two-day session here (September 4, 5) Monogram Pictures Corp. sales and production executives discussed policies and plans for the marketing of the company's 1951-52 product output. Steve Broidy, president, was highly enthusiastic, particularly about the high-budget all-color specials to be released both as Monogram and Allied Artists productions. Announcement thereon, made at Toronto, appears in the adjoining columns.

Addressing the convention of the Commonwealth Theatres, Inc., also meeting at Kansas City, Broidy urged that promotional activities be extended throughout the 365 days in the year, not held to special occasions.

Zanuck Back From Europe After Production Talks

HOLLYWOOD—Darryl Zanuck, 20th Century-Fox production head, has returned from Europe. While his trip abroad was primarily a vacation, he met with production aides while over there on plans for a number of films, including "Five Fingers," now in production at Ankara; "Diplomatic Courier" and "Snows of Kilimantaro." Locations are still to be chosen for the last two.

Pulse Beats

Movietime Campaign Trailer To Represent All Companies

MPAA advertising committee decides on unified representation, but postpones setting date; 20th-Fox to issue its own reel late this month, RKO early in October; R. J. O'Donnell given progress report.

★

Dept. of Justice May File Again in UA - U-I Case

Next move awaited of D of J in its complaint to district court that the two companies have common officers and directors and UA should be required to sell its assets bought from Eagle Lion Classics.

★

Philadelphia Family Drive-In Asks Majors for $255,000

Antitrust action filed by Sablosky interests, seeking triple damages from 1949 to date, is the first frontal attack on clearance practices in the Philadelphia area.

★

UA Sales Drive Is Started Month Ahead of Schedule

October date discarded by W. J. Heineman, distribution head, to take advantage of booming business; campaign to continue to end of year with Max E. Youngstein as coordinator.

★

Subpenas for 40 Witnesses In Hollywood Red Probe

The hearings, scheduled to be resumed in Hollywood September 17, with Rep. John S. Wood as chairman, are expected to take from two to three weeks.

★

Catholic War Veterans Plan Cooperation With MPAA

Now working out a program designed to prevent criticism of films on political grounds; move resulted from talks between Joyce O'Hara of MPAA and Donald J. McQuade, CWV national commander.

★

AFM Extends Wage Pacts With Studio Musicians

American Federation of Musicians signs two-year agreement with major studio instrumentalists to January 15, by "mutual consent," according to James C. Petrillo, president.

★

Industry to Unify Requests For Theatre TV Channels

Representatives of Allied, TOA, National Exhibitors Television Committe and distributors to coordinate strategy for appearances before FCC at gathering Monday (10) at MPAA New York headquarters.

★

RCA to Show Its Color TV In New Series of Tests

Broadcasters, distributors and dealers to view compatible, all-electronic system at Radio City, New York; demonstrations begin Monday (10); set owners to see them in homes in black and white.

Fox Divorcement Plan Ready for Stockholders

NEW YORK—Stockholders of 20th Century-Fox Film Corp. will meet October 4 to approve the theatre divorcement plan and reorganization required by the Department of Justice consent decree. Notices, accompanied by proxy statements, were mailed Thursday (6). The new picture corporation and the new theatre corporation have not been named yet. The boards of directors of each will be authorized to do this.

Each new company will have 3,000,000 shares, all of one class and with equal voting rights. Holders of 20th-Fox will be entitled to the same number of shares in the new theatre company that they now hold in the picture company, but within three months after the splitup no officer, director or agent of the new picture corporation who owns one-half of 1 per cent of the shares of the new theatre corporation can retain control of it. He must either dispose of it or deposit it with a voting trustee to be named later. The trustee will be required to sell the stock within six months.

The reorganization will become effective on or before June 7, 1953. No directors have been chosen for either as yet. Stock options are outstanding on 64,700 shares of 20th-Fox common at $25.25 per share and 21,700 at $25.87½ per share. If these are exercised by Sept. 26, 1952, the expiration date, the new theatre company will be required to issue a share for each picture company share transferred in this way.

TO SELL UNDELIVERED STOCK

Any stock of the two new companies undelivered after three years will be sold. On June 30, 1951, National Theatres, which is a 100 per cent owned subsidiary of 20th-Fox, was interested in 541 theatres in the United States. The corporation also owned all the 15,337 common shares of Roxy Theatre, Inc., and preferred stock with $225,000 face amount.

The picture company will transfer to the new theatre company 5,058 shares of Roxy common in exchange for the same number of shares of the new theatre company. The house may be operated by the new theatre company, or a subsidiary, or it may be leased. Within 60 days after transfer of the old corporation stock to the new corporations an application will be made in New York for dissolution of 20th-Fox.

The divorcement will not affect the 20th-Fox foreign holdings. At present the company has 66 per cent in Hoyt's Theatres, Ltd., which operates 170 theatres in Australia, a voting interest of 50 per cent and an equity interest of approximately 75 per cent in the stock of Amalgamated Theatres, Ltd., which operates 50 theatres in New Zealand and a 49 per cent interest in Metropolis and Bradford Trust Co., Ltd., which has about 55 per cent voting control and about 45 per cent ownership in the voting shares of Gaumont-British Picture Corp., Ltd., which in turn controls a circuit of 260 theatres in Great Britain and also produces pictures. In addition, other subsidiaries have interests in theatres in Egypt, Colombia and Chile, interests of 43 per cent, 50 per cent and 100 per cent in three theatres in South Africa, and a 50 per cent interest in a theatre in Holland.

No capital gains taxes will be involved in the transfer. Assets of the new picture corporation are figured at $108,054,000. These are made up as follows: Cash, $14,023,000; notes and accounts receivable, $9,736,000; inventories, $59,128,000; advances to outside producers, $951,000; prepaid operating expenses and supplies, $499,000; investments and other assets, $9,983,000; plant and equipment, $13,737,000.

Liabilities and capital are listed as follows: Current liabilities, including funded debt of $2,000,000 due currently, $16,588,000; long-term debt, $7,021,000; reserve for contingencies, $3,992,000; stockholders investment, $80,453,000.

The theatre company assets are figured at $55,520,000 divided as follows: Current assets, including $11,250,000 of cash, $15,200,000; investments and other assets, $2,445,000; property, plant and equipment, $37,875,000.

Liabilities are given as follows: Current liabilities, including funded debt of $1,860,000—$9,356,000; long-term debt, $25,410,000; reserve for contingencies, $1,045,000; stockholders investment, $17,744,000.

1950 LIABILITIES AND ASSETS

In the annual report for 1950 for 20th Century-Fox as at present operating, total assets and liabilities were listed as $129,779,732 for the film units and $84,991,787 for the theatre units. Domestic film rentals paid by National to 20th-Fox have been running about 25 per cent of the total receipts. In 1949 the total was 25 per cent, in 1950, 26 per cent, and for five months of 1951, 24 per cent.

As previously published, the consent decree required that National drop 91 theatres and four parcels of real estate within two years from June 7, 1951. Just before the decree was entered 31 of these theatres were closed and seven were operated part-time. Divestiture of three others had been ordered previously by the expediting court.

There are conditions attached to further divestiture in which the operations of competitors figure. These cover 57 situations. In 108 situations, if a competitor is unable to acquire films, divestiture may be ordered later.

Skouras to Fly to Zurich And Check on Eidophor

NEW YORK — Spyros P. Skouras, 20th Century-Fox president, plans to fly to Zurich within two weeks to see what progress has been made in adapting the new Swiss Eidophor system of theatre television to the use of color. The company has said it will demonstrate the system here this fall and Skouras would like to show it at the stockholders' meeting October 4, but there is some doubt if it will be ready by that time.

The company and Columbia Broadcasting System have reached an agreement allowing the film company to use the CBS color television system in the development of Eidophor for theatre use. General Electric will manufacture the equipment.

A PICTURE FOR SHOWMEN THAT'S OUT OF THIS WORLD!!!

$15,000 SHOWMANSHIP CONTEST

On the 20th Century-Fox Showmanship Sensation

THE DAY THE EARTH STOOD STILL

Open to any manager and/or advertising manager of a motion picture theatre anywhere in the United States.

326 PRIZES TOTALING $
WHO COME UP WITH $

LET'S GO!!!

FREE SHOWMANSHIP KIT!

Yours for the asking!

Chockful of ideas and material to help you plan a hard-hitting Selling Campaign on "THE DAY THE EARTH STOOD STILL".

Each kit contains:

NEWSPAPER ADVERTISING PROOFS... PUBLICITY STORIES... STILLS... REPRODUCTION ART... SCENE MATS... SAMPLES OF NOVELTY ACCESSORIES... TABLOID FOUR-PAGE SHOCK HERALD and a specially compiled SHOWMAN'S MANUAL that gives detailed information about **A CO-OP AD CAMPAIGN** for any theatre... **TEASER TRAILERS... RADIO CAMPAIGN... FREE SPOT ANNOUNCEMENT RECORDS... GRATIS TWENTY-FOUR SHEET POSTERS** and how to sell and exploit THE DAY THE EARTH STOOD STILL on the screen, in the lobby, out front, on the billboards, in newspaper advertising and publicity — tv — radio — direct mail!

Write or wire to

EXPLOITATION DEPARTMENT
20th Century Fox Film Corp.
444 West 56th St., New York City

A FOUR-POINT PROGRAM FOR SUCCESS!

The Rev. "Bill" Alexander, of Dallas, Texas, is in great demand throughout the Southwest as a public speaker.

One of the Reverend's popular inspirational themes is on what he refers to as a "Four Point Program for Success"! These he lists as **INSPIRATION! PREPARATION! IMAGINATION! PERSPIRATION!**

Let's apply "Bill's" recipe to "The Day the Earth Stood Still"! Every ingredient in, it should serve as an **INSPIRATION.** Then comes **PREPARATION.** Next is **IMAGINATION,** the quality that infuses all ideas, activities, with the showmanship spirit that lifts them out of the ordinary. Lastly, and most necessary of all, is **PERSPIRATION.** This welds our first three elements into an homogeneous whole by know-how and sleeves-rolled-up physical activity!

TRY THAT FORMULA!— MAKE THE EARTH STAND STILL AT YOUR THEATRE!

$15,000 FOR $HOWMEN

OCKO CAMPAIGNS ON

First Prize
$1,000
U. S. SAVINGS BOND

Second Prize
$750
U. S. SAVINGS BOND

Third Prize
$500
U. S. SAVINGS BOND

Fourth Prize
$350
U. S. SAVINGS BOND

Fifth Prize
$250
U. S. SAVINGS BOND

Sixth Prize
$150
U. S. SAVINGS BOND

Next 10 Prizes
$100
U. S. SAVINGS BOND

Next 15 Prizes
$75
U. S. SAVINGS BOND

Next 100 Prizes
$50
U. S. SAVINGS BOND

Next 195 Prizes
$25
U. S. SAVINGS BOND

THE PICTURE IS TERRIFIC! WILL LIVE UP TO EVERY EFFORT YOU MAKE TO PUT IT OVER ***BIG***!!

Study the title! Magnetic! Arouses curiosity! The theme is in the domain of science-fiction. Off the beaten path! Space ships, thinking robots, disintegrating rays, life machines, all those weird and strange things that appeal to the untold millions who enjoy the unusual in screen entertainment.

RULES FOR $15,000 CONTEST ON "THE DAY THE EARTH STOOD STILL"

ENTRY DATE: All entries must be postmarked on or before midnight of January 15, 1952.

THE JUDGING: Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "The Day the Earth Stood Still."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

HOW TO ENTER: 1. Submit a written summary of the advertising, exploitation and publicity campaign you stage for your engagement of "THE DAY THE EARTH STOOD STILL," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

JUDGING COMMITTEE

The judging committee will be composed of the following:

ROBERT B. WILBY
Operator Wilby-Kincey Circuit for Paramount

BENJAMIN N. BERGER
President of Berger Amusement Company, Minneapolis, Minn.

SOL SCHWARTZ
President RKO Keith-Orpheum Theatres, Inc., New York, N.Y.

WALTER BROOKS
Director Managers' Round Table "Motion Picture Herald"

CHESTER W. FRIEDMAN
Editor Showmandiser Section "Boxoffice"

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

(a) Size of theatre (seats)_____

(b) Population_____ and type of community_____

(c) Run given "THE DAY THE EARTH STOOD STILL"_____

(d) Percentage of normal business_____

(e) Receipts for engagement (optional)

_____

3. Send your summary by first class mail to

THE DAY THE EARTH STOOD STILL COMMITTEE
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.

These judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same and all material or ideas therein contained may be freely copied or otherwise used by or through said corporation.

In case of a tie, duplicate prizes will be awarded. This contest is subject to federal, state and local regulations.

There's No Business Like 20th CENTURY-FOX Business!

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There's No Business Like 20th CENTURY-FOX Business!

Senate Committee Trims Non-Profit Tax Bill

WASHINGTON—Exhibitors stand to achieve a large share of their request for equal competitive opportunity taxwise with non-profit institutions as a result of the senate finance committee's action Friday (31) in severely trimming the broad admission tax exemptions granted these organizations in the house tax bill.

The senate committee did not eliminate the house provision entirely, but it went a long way in its recognition of the Council of Motion Picture Organizations' arguments presented to it by Allied Board Chairman Abram F. Myers.

AWAIT FULL SENATE ACTION

The committee decision, which still must be accepted by the full senate and by a house-senate conference before it can become effective, would keep the admissions tax on all film showings by nonprofit groups, including religious, charitable and educational ones. The tax also would be retained on admissions to any kind of entertainment given in a motion picture theatre, and on cooperative and community center film houses.

The definition of religious organizations was narrowed by the committee to churches or groups of churches; only those charitable organizations supported primarily by public contributions would be eligible for tax exemptions; and educational institutions actually would have to have a faculty to be able to take advantage of the admissions levy waiver.

The house provision freeing symphonies and operas supported substantially by public contributions was retained, however.

The industry won another victory Friday when the committee voted approval of a house provision exempting passes from the admissions tax and permitting theatres to base the tax on reduced-price tickets on the amount actually charged instead of the present rule of basing the tax on free and reduced admissions on the regular established price.

ONE FILM INDUSTRY SETBACK

The film industry did receive one setback, however, when the committee threw out the house-approved "business use" exemption from the excise tax on film and photographic equipment. This provision would free rawstock and other film and equipment used by the studios and exhibitors from the tax. The committee, however, reduced the house rate on both film and photographic apparatus from 20 per cent to 15 per cent, but this was not much of a consolation prize.

Although film industry comment has been scarce, the industry appears fairly well satisfied with the actions of the senate finance committee. Myers, chairman and witness for COMPO at committee tax hearings, reserved full comment because of the tentative nature of such actions before specific bills are reported, but said he would be "gratified" if the final bill bore out Friday's reports.

The committee, according to members interviewed on Tuesday (4), felt that definite concessions had been made in correcting inequities as between the film industry and charity and nonprofit competition. Although MPAA still hopes to get more favorable action on rawstock and film equipment and Myers fears that some of the favorable actions may be overturned in final committee actions, the members believe that the tax bill will not be changed respecting the film industry.

More on the doubtful side is the fact that even after the finance committee reports a bill, it will still be subject to change on the floor of the senate and in the eventual senate-house conference.

Committee members point out that under the terms of the draft they are preparing it is "clear" that no film could be shown tax-free and that other tax-free competition has been lessened.

Four Columbia Players To Tour 40 Key Cities

NEW YORK—Four Columbia stars will make personal appearances in 40 key cities during the next four weeks to publicize "Saturday's Hero," "Pickup" and "The Mob."

The first and longest tour started September 5 when Beverly Michaels, featured in "Pickup," attended the opening of the film at Loew's, Indianapolis. She will also visit Louisville, Pittsburgh, Cleveland and other eastern cities.

Broderick Crawford, starred in "The Mob," starts his jaunt in Syracuse and Rochester September 10 and then moves through western New York, Ohio, Michigan and Missouri as the picture has saturation bookings in those territories.

John Derek and Donna Reed, starred in "Saturday's Hero," arrived in New York September 4 and will remain until the New York opening at the Victoria September 11. They will then begin a tour in Oklahoma City and swing through the midwest and east, covering Detroit, Cincinnati, Cleveland and other key cities.

Nat'l Theatre Supply Gets 35 Theatre TV Orders

NEW YORK—National Theatre Supply has received 35 orders from exhibitors for theatre TV equipment in the last 60 days. Twelve of the houses have signed for Videofilm system and 23 have ordered the Simplex direct projection system, both of them manufactured by General Precision Laboratories.

National Theatre Supply, which is the only company offering both types of theatre TV systems, reported strong exhibitor attendance at its special TV "clinics" in principal cities in the south and west during August.

Banquet for Film Dog

NEW YORK—Flame, the German shepherd dog that appears in "You Never Can Tell" (U-I) will be guest of honor at a dinner to be given by the National Dog Welfare Guild September 24 at the Savoy Plaza hotel. National Dog week will be observed September 24 to September 30. Flame will lead a parade in Chicago September 29 and will make personal appearances in Boston September 12 at the RKO Boston Theatre with a tour to follow.

Eric Johnston Expects To Quit ESA Oct. 24

WASHINGTON—Eric Johnston expects to resign as economic stabilization director on October 24 and return to active leadership of the Motion Picture Ass'n of America. Johnston took a nine-month leave of absence from his position as MPAA president in January to take the government defense job, and will quit nine months to the day after being sworn in, according to Kenneth Clark, MPAA public information director.

"He has no plans to stay any longer than October 24—or to quit any sooner," Clark declared. He denied flatly that Johnston had asked President Truman for permission to leave—either on October 24 or earlier—because of his inability to see eye to eye on policy matters with his superior, Defense Mobilization Chief Charles E. Wilson, as has been reported by Washington newspaper columnists. There is nothing surprising about his contemplated departure from the government, Clark said. It is coming off exactly as scheduled and announced, he pointed out, unless unforeseen circumstances intervene.

Johnston expressed the hope a new economic stabilization director could be found as soon after October 24 as possible so that he could return to his MPAA job.

In the interim Johnston plans to go to Europe for several weeks and bring back a report to President Truman on economic conditions there.

The New York Times, generally complimentary to the MPAA president, carried a Washington dispatch Monday which stated: "If he has further ambitions politically his withdrawal from the administration's defense mobilizations team in October would not hurt him should the Republicans next year be thinking of a west coast running mate for their nominee."

The N. Y. Herald-Tribune, in a laudatory editorial Tuesday, said, "we should like to see Mr. Johnston remain longer in a field where so much remains to be done. At the least, we can expect that this will not be his last appearance in public life. There will be other calls, and we have no doubt he will respond to them. Mr. Johnston in all his undertakings has shown himself energetic, resourceful and imaginative. Besides, he has always been a good Republican."

Four Declare Dividends; Paramount to Pay 50c

NEW YORK—Directors of Paramount Pictures Corp have voted a quarterly dividend of 50 cents per share on the common, payable September 28, 1951, to holders of record September 19.

The board of directors of Loew's, Inc., has voted a quarterly dividend of 37½ cents per share, payable September 29, to stockholders of record September 14.

Republic has declared a dividend of 25 cents a share on the preferred stock, payable October 1 to stockholders of record September 12. The action was taken at a board meeting August 30.

A dividend of 10 cents per share on the outstanding capital stock of RKO Theatres Corp. has been voted by the board, payable October 14 to stockholders of record September 28.

A MUST!

TRADE SHOWS SEPT. 17th

M-G-M presents

CLARK GABLE

in

ACROSS THE WIDE MISSOURI

co-starring

RICARDO MONTALBAN • JOHN HODIAK

with

ADOLPHE MENJOU • J. CARROL NAISH • JACK HOLT

and introducing

MARIA ELENA MARQUÉS

COLOR BY TECHNICOLOR

SCREEN PLAY BY TALBOT JENNINGS • STORY BY TALBOT JENNINGS and FRANK CAVETT

DIRECTED BY WILLIAM A. WELLMAN • PRODUCED BY ROBERT SISK

AN M-G-M PICTURE

A year in the making! Thousands in the cast! For the millions who thrill to excitement and romance in the rugged West . . . M-G-M presents a new and wonderful Technicolor adventure.

ALBANY—9/17—2 P.M.
20th-Fox Screen Room
1052 Broadway

ATLANTA—9/17—2 P.M.
20th-Fox Screen Room
197 Walton St., N.W.

BOSTON—9/17—2 P.M.
M-G-M Screen Room
46 Church Street

BUFFALO—9/17—2 P.M.
20th-Fox Screen Room
290 Franklin Street

CHARLOTTE—9/17—1:30 P.M.
20th-Fox Screen Room
308 S. Church Street

CHICAGO—9/17—1:30 P.M.
H. C. Igel's Screen Room
1301 S. Wabash Avenue

CINCINNATI—9/17—8 P.M.
RKO Palace Bldg. Screen Room
16 East Sixth Street

CLEVELAND—9/17—1 P.M.
20th-Fox Screen Room
2219 Payne Avenue

DALLAS—9/17—2:30 P.M.
20th-Fox Screen Room
1803 Wood Street

DENVER—9/17—2 P.M.
Paramount Screen Room
2100 Stout Street

DES MOINES—9/17—1 P.M.
20th-Fox Screen Room
1300 High Street

DETROIT—9/17—1:30 P.M.
Max Blumenthal's Sc. Rm.
2310 Cass Avenue

INDIANAPOLIS—9/17—1 P.M.
20th-Fox Screen Room
326 North Illinois Street

JACKSONVILLE—9/17—8 P.M.
Florida State Screen Room
128 East Forsyth Street

KANSAS CITY—9/17—1:30 P.M.
20th-Fox Screen Room
1720 Wyandotte Street

LOS ANGELES—9/17—2 P.M.
United Artists' Screen Room
1851 South Westmoreland

MEMPHIS—9/17—12 Noon
20th-Fox Screen Room
151 Vance Avenue

MILWAUKEE—9/17—1:30 P.M.
Warner Screen Room
212 West Wisconsin Avenue

MINNEAPOLIS—9/17—2 P.M.
20th-Fox Screen Room
1015 Currie Avenue

NEW HAVEN—9/17—2 P.M.
20th-Fox Screen Room
40 Whiting Street

NEW ORLEANS—9/17—1:30 P.M.
20th-Fox Screen Room
200 South Liberty Street

NEW YORK-N.J.—9/17—2:30 P.M.
M-G-M Screen Room
630 Ninth Avenue

OKLAHOMA CITY—9/17—1 P.M.
20th-Fox Screen Room
10 North Lee Street

OMAHA—9/17—1 P.M.
20th-Fox Screen Room
1502 Davenport Street

PHILADELPHIA—9/17—11 A.M.
M-G-M Screen Room
1233 Summer Street

PITTSBURGH—9/17—2 P.M.
M-G-M Screen Room
1623 Boulevard of Allies

PORTLAND—9/17—2 P.M.
B. F. Shearer Screen Room
1947 N. W. Kearney Street

ST. LOUIS—9/17—1 P.M.
S'Renco Art Theatre
3143 Olive Street

SALT LAKE CITY—9/17—1 P.M.
20th-Fox Screen Room
216 East First Street, South

SAN FRANCISCO—9/17—1:30 P.M.
20th-Fox Screen Room
245 Hyde Street

SEATTLE—9/17—1 P.M.
Jewel Box Preview Theatre
2318 Second Avenue

WASHINGTON—9/17—2 P.M.
RKO Screen Room
932 North Jersey Avenue, N.W.

M-G-M's "BANNERLINE" TRADE SHOWS SEPT. 14th

(Except Jacksonville which is Sept. 18th)

The screen's new young sweethearts in a roaring romance!

ALBANY	20th-Fox Screen Room	1052 Broadway	9/14	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	9/14	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	9/14	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	9/14	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	9/14	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	9/14	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	9/14	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	9/14	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	9/14	10:30 A.M.
DENVER	Paramount Screen Room	2100 Stout Street	9/14	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	9/14	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	9/14	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	9/14	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	9/14	1:30 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	9/18	8 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	9/14	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	9/14	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	9/14	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	9/14	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	9/14	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	9/14	1:30 P.M.
NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	9/14	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	9/14	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	9/14	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	9/14	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	9/14	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	9/14	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	9/14	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	9/14	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	9/14	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	9/14	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	9/14	2 P.M.

M-G-M presents "BANNERLINE" • Keefe Brasselle • Sally Forrest • Lionel Barrymore • Lewis Stone • Screen Play by Charles Schnee • From a Story by Samson Raphaelson • Directed by Don Weis • Produced by Henry Berman

Door-to-Door Calls Sell 'Cyrano' in California

HOLLYWOOD—In times such as these, when boxoffice takes are not always as healthy as might be expected, the "get-out-and-work" formula is in the forefront as a prescribed remedy.

The efficacy of that prescription has been demonstrated, and soundly, in several current and recent instances, of which the intensive door-to-door campaign initiated by the diligent drumbeating department of Stanley Kramer Productions on behalf of "Cyrano de Bergerac" is a prime example.

As blueprinted by George Glass, Kramer's vice-president in charge of publicity and advertising, the plan called for a saturation doorbell-ringing drive during the recent popular price engagement of "Cyrano" in Los Angeles, which formula was repeated when the Jose Ferrer starrer opened at the Mission Theatre in San Diego.

Initiated a week prior to the picture's opening in that southern California city, the campaign called for the employment of four college girls, each of whom was assigned a different section of San Diego in which to work. In five days they covered more than 2,500 houses, hitting alternate blocks so that word-of-mouth would spread. The collegiennes handed out numbered chances on free tickets to a special "Cyrano" showing, along with a brochure describing the United Artists release, and discussed reasons why the picture should be patronized by family groups.

As in the Los Angeles campaign, the Kramer organization discovered that more than 75 per cent of the television set owners among those interviewed claimed they simply "didn't bother" to go to the movies any more. However, a preponderant majority of this group indicated they would again trek to a theatre to see an unusual and outstanding motion picture of the "Cyrano" type.

The door-to-door drives in Los Angeles and San Diego have been interpreted by Kramer representatives as an indication that attendance can be increased by as much as 200 per cent through a serious and intelligent effort to call to the attention of potential moviegoers the availability of top-grade film entertainment in motion picture theatres. Further, the success of the campaigns has led Kramer to the conclusion that it will be utilized in connection with his forthcoming releases—including "High Noon," currently before the cameras for UA release, and "Death of a Salesman," which he is making as part of a multiple-picture deal with Columbia.

Ringing doorbells has rung the bell for top grosses in popular-priced openings of Producer Stanley Kramer's "Cyrano de Bergerac," the Jose Ferrer starrer being released by United Artists. Teresa Fancher (left), a San Diego State college student and one of four "Cyrano" girls who canvassed San Diego homeowners on behalf of the picture, is shown here discussing the film with Mrs. Norma Washkovich and her three-year-old daughter Jan.

RKO Circuit Realignment

NEW YORK—A realignment of field forces has been made by William W. Howard, RKO Theatres vice-president. Jay Golden, division manager, has been put in charge of the RKO New England and upper New York state theatres and will be stationed at the Palace in Rochester. Ben Domingo has been made Boston city manager.

Millroy A. Anderson has been made division manager for Los Angeles and San Francisco. Washington, D. C., has become a part of the Russ Emde division, with Emde stationed in Newark, N. J.

To Test Theatre Television For Civil Defense Use

NEW YORK—Theatre television as a training technique for civil defense workers will be tested at 9 a. m. Saturday (15) when an hour-long live program originating in Washington will be seen by 11,000 trainees in the New York Paramount, Warner Bros. Stanley in Philadelphia, Loew's Century in Baltimore and RKO Keith in Washington. By means of telephone circuits, the trainees will be able to ask questions of the instructors, who will be seen and heard giving their answers.

The project was announced Thursday (6) jointly by Millard Caldwell, federal civil defense administrator, in Washington and in New York by Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, and Nathan L. Halpern, president of Theatre Network Television. O'Brien said that theatre television will provide "the most effective system of large-scale training yet devised."

Use of theatres for civil defense training, at hours when they are unoccupied, was first suggested by O'Brien. Halpern arranged for the use of the theatres participating in the test. If it is successful, others will follow, increasing in national coverage as more theatres install television equipment. Now there are 26 in 17 cities so equipped, and the number is expected to rise to 100 before the end of the year.

Sunday News Section In Color on Films

NEW YORK—The New York Sunday News will devote its entire Coloroto Magazine Section to motion pictures Sunday, November 11, as the Movietime U.S.A. campaign gets into full swing following the visits of stars and industry personalities to the 48 governors of states October 8.

This will be the third annual issue of this type. Last year's 40-page section had a full-color photo of Janet Leigh with 11 inside pages in color and nine in black and white. Scenes from 47 pictures released by nine companies were included. It was regarded at that time as the greatest promotional aid ever given by a newspaper to the industry.

Leading sales and advertising executives commented on it. This year's issue will be on a similarly elaborate scale. Because the publication date ties in with the Movietime U.S.A. campaign so completely its appearance is awaited with general interest.

It is quite probable that the Council of Motion Picture Organizations will order copies in advance for shipment to exhibitor groups and circuits and men taking an active part in the drive.

The editorial content will show scenes and personalities from films to be released on or after November 11. Most of the pictures will be in full color, reproduced by the News-Dultgen color reproduction method which is used by many slick paper magazines, as well as a number of leading newspapers.

The Sunday News circulation now totals 4,000,000. Of these, about 2,000,000 are sold in New York City and the metropolitan area, and the other 2,000,000 are sold coast-to-coast outside of the New York area. The movie section is the only one of its kind. Its contents are in addition to the regular film coverage in other sections of the paper.

MGM Sets 42 Screenings For 'Angels' in Field

NEW YORK—MGM field sales executives have scheduled 42 "closer-to-home" screenings for "Angels in the Outfield" to get as many exhibitors as possible to see the film. Nine additional screenings will also be lined up. These 51 are in addition to the regularly scheduled trade showings in each branch area.

Minneapolis, with the nine screening dates still to be scheduled, heads the list on the number of showings, with Dallas, second, with eight screenings. Cleveland, Des Moines, Detroit, Kansas City and Washington are next with three each. An MGM executive will be on hand at each of the screenings to personally greet theatre owners. Invitations which have gone out do not limit the screenings to MGM accounts because the company feels all theatre owners should see it.

Twenty-nine of the showings were held during the week of September 3. One will be held September 10, two September 11, eight September 12, two September 13 and one September 14. One has been scheduled for September 17, two September 18, one September 25 and one October 2.

Coronet Selects 'Bathsheba'

NEW YORK—"David and Bathsheba" has been selected as Coronet's Movie of the Month for October, it was announced by C. John Crockett, motion picture editor.

Minneapolis Circuit Sues MGM on Bids

MINNEAPOLIS—Paul Mans and associates, independent circuit operators, have filed suit against MGM to compel it to sell pictures to the Richfield, suburban theatre, without requiring the house to bid competitively for the 28-day slot with the independent suburban Edina.

The Mans group seeks to force MGM to sell to the Richfield by negotiation. It also wants to recover damages alleged to have been sustained in consequence of the MGM action. The amount is to be determined by the court.

The Mans group charges that the Edina, being five miles away from the Richfield, actually is not a competitor; that the Edina is not even a 28-day situation regularly, but is classified as having 35-day availability, and that other distributors here are servicing the Richfield without competitive bidding.

MGM contends that the consent decree compels it to call for competitive bids when two such theatres as the Richfield and Edina both seek the first 28-day runs on the same picture.

At the same time, Ben Friedman, Edina owner, declaring that distributors are "crucifying" his Edina by refusing to grant it 28-day availability and keeping it in the 35-day slot, expects to file suit against the major distributors. He charges "discrimination" against his theatre which has, however, landed some first 28-day runs of important pictures in his area by competitive bidding.

Schedule Industry X-Rays At Will Rogers Hospital

NEW YORK—Mass chest X-rays will be given all members of the entertainment industry who apply at the Hotel Astor, September 24, 25 as a result of cooperation between the board of directors of the Variety Clubs-Will Rogers Memorial hospital and the Theatre Owners of America convention committee.

The New York Department of Health will make the X-rays. There will be no charge and confidential reports will be sent to those undergoing the tests.

Martin F. Bennett Heads RCA Equipment Sales

CAMDEN, N. J.—Martin F. Bennett, RCA theatre sales representative in the eastern region, has been appointed sales manager of the theatre equipment sales section of the RCA engineering products department. He succeeds J. F. O'Brien, recently promoted to the post of salesmanager of RCA's theatre, visual and sound section.

Before joining RCA in 1946, Bennett was with Warner Bros. Theatres for 14 years as supervisor of sound projection in the New York area.

Free Shows for Texas Kids

NEW YORK—Texas exhibitors associated with the Council of Motion Picture Organizations will honor National Kids Foundation day September 22 with free morning shows for children in all Texas theatres in cooperation with Kiwanis clubs, according to Robert J. O'Donnell, co-chairman of the Movietime drive in Texas as well as national campaign director.

Mississippi Jury Awards $450,000 in Trust Suit

TEXAS RESPONDS TO DRIVE

DALLAS—Filmrow Postman A. J. Knowles delivered over 30 pounds of first-class mail to Charles E. Carden (center in above photo), executive director and entrepreneur, and Mrs. J. E. Gribble (left), secretary of Texas COMPO Showmen at 2008-A Jackson St. After seeing this Labor day mail accumulation Carden is happy but concerned about the number of hours required to process all of it, and also the fact that he had to take money out of his own pocketbook to pay for the franked mail, besides the petty cash box.

Most of the mail came from theatre owners and operators all over Texas, pledging money, publicity and public relations effort in behalf of the coming Movietime in Texas—U.S.A. campaign beginning September 20. Much of the mail consists of accessory orders for banners, car bumpers, buttons, posters, etc.

Movietime in Texas Has Campaign Theme Song

DALLAS—There is to be a campaign theme song 'n' everything for Movietime in Texas-U.S.A. Charles R. Meeker jr., managing director of state fair musicals at State Fair auditorium here, has written revised lyrics to the familiar tune, "When the Bloom Is on the Sage," and they were introduced by a vocalist at the recent salesmen-supervisor meeting at the Adolphus hotel. Here's how it goes:

When it's Movietime in Texas—
That's the time for family fun.
Every silver screen in Texas
Has a thrill for everyone.

All across this mighty nation,
See the ever-growing throng
For pleasure, they go to the picture show
Where the entertainment's strong.

Everyone needs relaxation
From the daily, workday scene;
And will find a real vacation
Any night on any screen.

Folks agree, for entertainment—
It's the great American way . . .
So without a wait, let's CELEBRATE
MOVIETIME IN U.S.A.

VICKSBURG, MISS. — A seven-month-long jury trial ended here Saturday (1) with the award of $450,000 damages to two former Greenville, Miss., theatre owners who had charged major film companies with violations of the antitrust laws and with conspiracy in restraint of trade.

Joe Applebaum and Bertram E. Sims, former owners of the Center Theatre, Greenville, received $150,000 actual damages, tripled under the terms of the antitrust laws. They had sought $600,000 damages.

In their complaint, the former operators charged that they were unable to book first run or high quality pictures for the Center and because of this, were forced to close the theatre. They charged that the film companies would rent, lease or sell films only to theatres owned by them or by stock companies controlled by them.

Defendants were Paramount Gulf Theatres, Paramount Film Distributing Corp., Warner Bros., Universal, United Artists, 20th-Fox, RKO, Columbia and Republic. The defendants are expected to appeal the verdict.

Langley Theatre in Chicago Files Suit for $366,000

CHICAGO—The Langley Theatre has filed a $366,000 antitrust action in Chicago federal court for alleged damages under the old Chicago zoning and clearance system dating back to 1933. The complaint was filed by attorney John F. Sullivan on behalf of the Langley Theatre, formerly owned and operated by Sidney Mussman and Abraham Redman. The house, which has been shuttered for five years, names the eight majors in addition to the Balaban & Katz Corp. and Warner circuits.

Although such restraint cases are temporarily suspended here for lack of legal advice to hurdle the current statute of limitations, the Langley case reportedly asks that the suit be admissible under the Paramount decree of 1937, which suspends existing limitations.

Miami Tivoli Operating Co. Seeks $792,361 Damages

NEW YORK — A triple-damage antitrust suit asking $792,361 damages was filed Wednesday (5) in U.S. district court by Charles, Lester, Ethel and Alvin Walder, trustees of the Tivoli Operating Corp. of Miami, Fla., against Paramount, RKO Pictures, 20th Century-Fox, Warner Bros. and Columbia. Affiliates of the companies and a large number of individuals also were made defendants.

The complaint charged heavy losses during 1928-36 through a denial of product by the defendants at fair rentals, and an expensive deal with Paramount enterprises from 1937-47 made to obtain product.

Look Spread on 'Queen'

NEW YORK—Look Magazine has scheduled for its September 15 issue a double-truck spread on the filming of "The African Queen" (UA).

WATCH THE RACE

RKO's New-Season Out For Top In Terrific and

FLYING LEATHERNECKS

Color by TECHNICOLOR!

● Hit of Hits in Chicago (Woods) ...In Cleveland, Dallas, Kansas City, Albany . . . Booked as the big LABOR DAY ATTRACTION in Boston, Philadelphia (Randolph), New Orleans, Washington, Baltimore and a score of other key spots!

HOWARD HUGHES presents

JOHN WAYNE • ROBERT RYAN in

"FLYING LEATHERNECKS"

An EDMUND GRAINGER Production

with DON TAYLOR • JANIS CARTER

JAY C. FLIPPEN • WILLIAM HARRIGAN

Directed by NICHOLAS RAY • Produced by EDMUND GRAINGER

Color by TECHNICOLOR

Screenplay by JAMES EDWARD GRANT

FOR RECORDS!!

Giants Battle It
Boxoffice Honors
Openings
Holdovers!

HIS KIND OF WOMAN

● Top money for the Roosevelt, Chicago . . . In Philadelphia (Goldman), New Haven, Houston ...Opening this week and next in key runs throughout the country . . . HOLIDAY ATTRACTION AT THE NEW YORK PARAMOUNT BEGINNING AUGUST 29th!

RKO RADIO PICTURES

HOWARD HUGHES presents
ROBERT MITCHUM • JANE RUSSELL
in "HIS KIND OF WOMAN"
A John Farrow Production
with VINCENT PRICE • TIM HOLT • CHARLES McGRAW
Produced by ROBERT SPARKS • Directed by JOHN FARROW
Written by FRANK FENTON and JACK LEONARD

Men and Events

By JAMES M. JERAULD

An Armistice?

COULD it be a trend?

Some weeks ago Abram F. Myers, Allied general counsel and chairman of the board, addressed the Virginia Motion Picture Theatre Owners Ass'n, a TOA unit.

Later Col. H. A. Cole, the Allied warrior of many years standing from Texas, arrived in New York with Robert J. O'Donnell to ask for distributor assistance in a statewide business-boosting campaign. The sales managers agreed in less than an hour at an Astor hotel luncheon and in a few days the Texas idea had spread into a movement now called Movietime U.S.A.

Now word comes from Memphis that Tri-States Theatre Owners, a TOA affiliate, and Mid-South Allied are going to have a joint convention October 16, 17 and are going to combine the business sessions with the Movietime U.S.A. celebration.

Other signs of a changing attitude had appeared previously. Myers led the joint battle for ticket tax removal before Korea exploded. Then he acted as industry spokesman in opposing the tax-free nonprofit organization battle before the Senate Finance Committee.

Many exhibitor leaders in many places seem to be making more progress than speeches these days—with benefits for the industry as a whole.

Publicity Improving

ERNEST EMERLING'S theatre publicity department at Loew's, Inc., started collecting newspaper items favorable to the picture business some time ago. Then the Schine publicity department headed by Seymour Morris began the same thing. Others are doing it, too.

These all add up to creation of an impression that the industry has many friends in spite of the superciliousness of some magazines, writers and commentators.

The subtle development of this new public relations approach can become important. It may have some connection with the increasing number of reports that theatre business is picking up. The public likes to climb on the band wagon with a winner.

Andrew Bernhard in the Pittsburgh Post-Gazette recently wound up a column on television and movie attendance with this sage observation:

"As a friend of mine pointed out the other day, the fashion of blaming TV for lower movie attendance overlooks several things." Then he pointed out night baseball and football, drive-ins and strawhat theatres. He concluded by predicting film men would figure out how to get their share of the entertainment dollar.

A. S. Kany in the Journal-Herald, Dayton, took a different approach; he made a survey among local theatremen to learn their opinions.

He quoted several theatremen as saying business was on the upturn and played up a statement by J. Elmer Redelle, a Dayton manager, which read: "A good picture in one house will stimulate trade in general. With all houses doing well in the product lineup, this may account for some of the current increase."

Newspapers in Corning, N. Y., and nearby Elmira gave considerable space to the fact that Connie Mack, owner of the Philadelphia Athletics, wanted to go out to see a picture in the evening after having finished a nine-hour motor trip. Mack is 89 years old.

Things like this are all on the plus side.

Breaking Clearances

THERE are two ways of breaking up clearance systems and each of them can stir up a chain of events that nobody can foresee. One way is through an antitrust suit—the method used in the Jackson Park case in Chicago. The situation there has been chaotic ever since.

The other is by competitive bidding—a proved method of increasing film rentals.

In some places each major distributor has his own clearance formula. In others long-established practices have been left undisturbed and there are simultaneous second runs.

New York is one of these. Because more than 1,000 theatres are involved and about 225 of these are circuit houses few exhibitors have wanted to plunge into a free-for-all. Skouras Theatres Corp. filed a suit against RKO in a dispute over product, but it was settled out of court. What is known as the RKO-Loew split has been left intact. Now along comes a Long Island exhibitor who has filed an antitrust suit to break this up.

The outlook is growing complicated in the metropolitan area as elsewhere. Long runs on Manhattan are increasing—six and seven weeks at the Music Hall. This sends the distributors of showcase pictures on a search for houses and upsets the expectations of the subsequent operators.

It has happened before. Remember the World War II situation after money really began to circulate? But this time there are antitrust complications added.

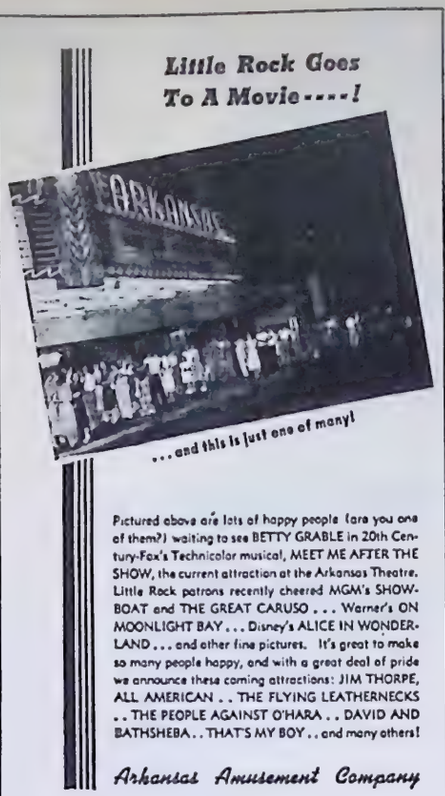
Radio Going Strong

RADIO isn't so anemic as many television enthusiasts profess to think. Of the $24,131,000 in new business signed by the American Broadcasting Co.—a record, by the way—$17,323,000 goes to the radio network and $6,808,000 to the television network.

The TV boys make a lot of noise, but the radio salesmen do a lot of business.

'The River' Story in SEP

NEW YORK—The Saturday Evening Post, in its September 8 issue, features an article on United Artists' "The River." Titled, "We Made a Movie—Without Hollywood," and written by Melvina McEldowney, wife of Producer Ken McEldowney, and Pete Martin, this gives a behind-the-scenes account of the making of the first full-length Technicolor film in India.



Pictured above are lots of happy people (are you one of them?) waiting to see BETTY GRABLE in 20th Century-Fox's Technicolor musical, MEET ME AFTER THE SHOW, the current attraction at the Arkansas Theatre. Little Rock patrons recently cheered MGM's SHOW-BOAT and THE GREAT CARUSO . . . Warner's ON MOONLIGHT BAY . . . Disney's ALICE IN WONDERLAND . . . and other fine pictures. It's great to make so many people happy, and with a great deal of pride we announce these coming attractions: JIM THORPE, ALL AMERICAN . . THE FLYING LEATHERNECKS . . THE PEOPLE AGAINST O'HARA . . DAVID AND BATHSHEBA . . THAT'S MY BOY . . and many others!

Arkansas Amusement Company

AD HITS BACK AT LIFE ARTICLE

This institutional ad was used by the Arkansas subsidiary of Rowley United Theatres as a reply to the controversial Life magazine article. Says J. F. Thames, jr., advertising and publicity director of the circuit, "Although we are consistently using institutional advertising for our theatres, the unfortunate and unfavorable Life magazine article gave us excellent reason for another ad." Jim Carberry, Little Rock city manager, collaborated with Thames in preparation of the ad which occupied three columns by ten inches in the Arkansas Democrat and the Arkansas Gazette, Sunday, August 26.

Finkelstein Leaves Lopert To Form New Company

NEW YORK—Edward Finkelstein has resigned as executive assistant to I. E. Lopert, president of Lopert Distributing Corp. Finkelstein, with Lopert for four years, will form a new distributing company with Sanford Weiner.

Edward Finkelstein

The new firm will handle theatre and television film and also partially will finance independent productions for these media. "The Emperor's Nightingale" will be the first release to theatres.

Before joining Lopert, Finkelstein was with MGM International, in charge of scheduling and casting, and with RKO, where he directed narration of films for distribution to foreign countries.

EXHIBITORS ATTENTION!

Do You Want 60 Million People At Home Or Going To Theatres?

In these two fight pictures the theatres of America have an opportunity of playing to the tremendous audience of ardent fight fans willing to pay to see the fights.

But – even more – the theatres can now attract the millions of regular movie fans who remain home on the night of big competitive entertainment events.

FOR THE FIRST TIME, alert and far-seeing showmen have the opportunity of assuring themselves in advance of boxoffice special events which will not be seen or heard elsewhere.

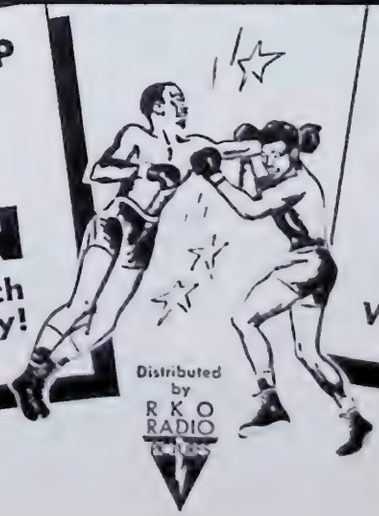
WIRE OR PHONE YOUR NEAREST RKO EXCHANGE NOW ABOUT BOOKINGS FOR:

WORLD'S CHAMPIONSHIP

RANDY **TURPIN**

vs. SUGAR RAY **ROBINSON**

The Most Sensational Match Since Dempsey vs. Tunney!



THE CLIMAX BOUT OF THEIR FIGHTING FEUD!

SANDY **SADDLER**

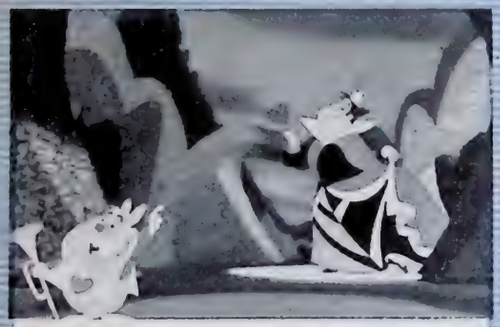
vs.

WILLIE **PEP**

OFFICIAL! EXCLUSIVE! World's Championship Films!

Distributed by RKO RADIO

ALICE AND THE DOOR KNOB DISCUSS A WAY FOR HER TO SEE WHERE THE MYSTERIOUS WHITE RABBIT WENT



THE WHITE RABBIT (WHO WAS THE CAUSE OF IT ALL) AND THE RED QUEEN WHO USED A FLAMINGO MALLET

HERE THE MAD HATTER AND THE MARCH HARE AWAIT GUESTS FOR THAT VERY ODD "UNBIRTHDAY PARTY"

August Blue Ribbon Award to RKO's 'Alice in Wonderland'

By VELMA WEST SYKES

WALT DISNEY'S animated screen version of the Lewis Carroll classic, "Alice in Wonderland" (with additions from "Through the Looking Glass"), is the winner of the BOXOFFICE Blue Ribbon Award for August. National Screen Council members voted this honor as family entertainment to the latest Disney feature cartoon, which is released through RKO Radio. Done in Technicolor with a dream-like quality of people and places, the sequences of the book are changed somewhat but it is a very recognizable Alice and the characters have a delightful familiarity that appeals to the memory of grownups as well as to the children's imaginations. Lushly produced by the master of cartoon fantasy, it lives up to other Disney productions that have made motion picture history in the artist's chosen specialty. Alice and her Wonderland playmates come to life on the screen in strictly never-never, wholly imaginative manner, realism in reverse proportions.

Last August RKO Radio won the Award with Disney's "Treasure Island," a picture made in England with a cast of live actors, largely English. This is the first Blue Ribbon winner for RKO since that time, so whether Disney makes cartoon fantasies of children's classics or uses real actors and settings, he seems to please family audiences. Then again, it may be the stories that have become family traditions help to win these Awards. The present winner is doing splendid first run business, its boxoffice gross around 160 per cent. Neighborhood and subsequent run houses should do equally well, in spite of holdovers of several weeks in most key spots.

Disney Has Nine Plaques

The Disney Blue Ribbon Plaques go back to 1938 with "Snow White and the Seven Dwarfs" winning for February of that year. The maestro of animation now has nine winners to his credit, three of which ("Song of the South" "So Dear to My Heart" and "Treasure Island") are partly or altogether made with live actors. Others working on the production of "Alice in Wonderland" who have previously won Blue Ribbon Plaques include Directors Clyde Geronimi, and Hamilton Luske, as well as Production Supervisor Ben Sharpsteen. Such old stage and screen favorites as Ed Wynn and Sterling Holloway get this Award representation for the first time—only because of their voices.

In the BOXOFFICE issue for July 7, this was the reviewer's reaction to the Disney opus: "Long acknowledged the master of the motion picture animation field, Walt Disney herewith presents his imaginative version of another beloved childhood classic. In doing so he successfully surmounted what must have been difficult and exacting artistic and technical problems to bring to the screen the true whimsical flavor of the Lewis Carroll story with a minimum of distortion and without altering the characters. That it will be a must-see item for movie patrons of all ages is a foregone conclusion."

Among the comments which NSC members inscribed on their ballots were these few taken from those in the different representative groups:

"This gorgeous picture, 'Alice in Wonderland,' is refreshingly charming and delightful for young and old."—Martha A. Burt, G.F.W.C., Better Films Council, Greater St. Louis . . . "Doubly enjoyable if you take some small fry along." — Herm Sittard, Richfield News, Minneapolis.

"'Alice in Wonderland' is wonderful!"—Irwin Allen, KLAC, Los Angeles . . . "Delightful—lovely for parent and child alike. Mine was pleased." — Mrs. John J. Butler, Lewiston (Me.) schools and clubs.

"Disney at his best brings thrills to both young and old."—Mrs. J. K. Beretta, San Antonio Motion Picture Council . . . "Incomparable—a classic."—Flo Beach Rowe, WSLB, Ogdensburg, N. Y.

Production Staff

Producer .....WALT DISNEY

Production Supervision ..BEN SHARPSTEEN

Directors .....CLYDE GERONIMI, HAMILTON LUSKE, WILFRED JAXON

Directing Animators .....MILT KAHL, WARD KIMBALL, FRANK THOMAS, ERIC LARSON, JOHN LOUNSBERY, OLLIE JOHNSTON, WOLFGANG REITHERMAN, MARC DAVIS, LES CLARK, NORM FERGUSON.

Story .....WINSTON HIBLER, BILL PEET, JOE RINALDI, BILL COTTRELL, JOE GRANT, DEL CONNELL, TED SEARS, ERDMAN PENNER, MILT BANTA, DICK KELSEY, DICK HUEMER, TOM OREB, JOHN WALBRIDGE.

(From the original Classics of Lewis Carroll)

With the Voices of....KATHRYN BEAUMONT (*Alice*), ED WYNN (*Mad Hatter*), JERRY COLONNA (*March Hare*), STERLING HOLLOWAY (*Cheshire Cat*), RICHARD HAYDN (*Caterpillar*), VERNE FELTON (*Queen of Hearts*), HEATHER ANGEL (*Alice's Sister*), MELLO-MEN (*Playing Cards*), BILL THOMPSON (*White Rabbit and Dodo*), LARRY GREY (*Lizard*), DORIS LLOYD (*Rose*), PAT O'MALLEY (*Tweedledee, Tweedledum, Walrus and Carpenter*), JOSEPH KEARNS (*Door Knob*), QUEENIE LEONARD (*Flowers*), JAMES MACDONALD (*Dormouse*), DINK TROUT (*King of Hearts*).

Musical Score by .....OLIVER WALLACE

Orchestration .....JOSEPH DUBIN

This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.

In the Newsreels

Movietone News, No. 71: Fighting flares in North Korea; Czech envoy gets cold reception; Iran and England in oil deadlock; Bernarr Macfadden, at 83, parachutes into Hudson river; skyline fashions; Robinson, Turpin get into shape; grandma trains to swim channel; U.S. water skiing championships.

News of the Day, No. 201: Korea fighting flares as truce parleys stall; Macfadden parachutes; cool reception for Czech envoy; getting ready for the big fight; water ski championship; amateur slugfest; buy U.S. defense bonds.

Paramount News, No. 4: VFW parade in New York; Hollywood—premiere of "Place in the Sun"; Turpin and Sugar Ray set for battle; Boy Scouts arrive in New York from world jamboree; Pennsylvania—Little league baseball; Macfadden's unusual birthday.

Universal News, No. 487: VFW parade; lumber yard fire; Macfadden jumps from plane; Governor Warren visits California GIs in Japan; Turpin, Robinson training; amateur boxing; water skiing.

Warner Pathe News, No. 6: General Van Fleet readies front for Red truce; Philadelphia—six-alarm fire; U.S. and Israel sign treaty of friendship; Oklahoma hails "Jim Thorpe—All American"; new Czech envoy gets cold U.S. welcome; Governor Warren in Japan; Macfadden; San Francisco—pro football—Bears vs. 49ers; England—top British and U.S. amateur boxers meet.

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Movietone News, No. 72: U.S.-Philippine defense treaty; Dewey back from Far East tour; U.S. jet fighters based in England; wounded flown to hospital ship; little sister's beauty contest; priest high dives to raise money; sports—army, navy start football training; driver cracks up in 200-mile race.

News of the Day, No. 202: Philippines and U.S. sign defense pact; Dewey home, urges Pacific defense pact; diving padre; baby monkey; Paris reveals new fall-winter modes; army starts building new football team.

Paramount News, No. 5: Army and navy make pre-fall headlines; Paris—fall-winter fashions; U.S.-Philippine defense treaty; Florida—babes in the palms; U.S. defense bonds.

Universal News, No. 488: Dewey returns; global existence; helicopter lands on hospital ship; army and navy football practice; gymnastics meet in Germany; hot-rod racers; auto classic.

Warner Pathe News, No. 7: Coach Blaik builds whole new army team; Philippines and U.S. sign defense treaty; Dewey home, gives views on Far East; Puerto Rico—new U.S. boomtown; helicopter ambulance in sea test; Sacramento, Calif.—lending library for toys; red hot rods; California—children's golf.

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Telenews Digest, No. 35B: Washington—Czech envoy rebuked; North Carolina—war games take to the air; Korea—road work, army style; news briefs—VFW, Major Holohan, W. Averell Harriman, Yugoslavia's Independence day, Boy Scouts return, class for dog owners; Annapolis—middies drill for grid grind.

Telenews Digest, No. 36A: U.S. bombers hit Red capital in Korea; Ethiopians get U.S. weapons training; U.S. family seeks son's release from Reds; Germany—60,000 Jehovah's Witnesses meet; France—daring priest stunts for church; France—crack Alpine troops in maneuvers; Paris—Pierre Balmain fashions.

Ernest W. Stiles Appointed Hallmark Chief Controller

WILMINGTON, OHIO—Ernest W. Stiles of Dayton, Ohio, has been appointed chief controller for Hallmark Productions, Inc., it was announced this week by Kroger Babb, president. Stiles will be located at the motion picture company's world headquarters in Wilmington. He has been controller and assistant secretary for the Ohmer Corp. of Dayton for the past 15 years, having joined that organization 26 years ago.

Lees Promotes J. M. Lydon

BRIDGEPORT, PA..—John M. Lydon, who has been in charge of the James Lees & Sons Co. show room here, has been named assistant director of the retail merchandising clinic at Glasgow, Va., where Lees retail partners receive weekly courses in floor coverings. He will assist William Chipley, director, starting September 10.

LETTERS

Would Replace Gripes With Work

To BOXOFFICE:

Gripe! Gripe! Gripe! Sometimes I get the impression the motion picture industry is composed of chronic complainers. It certainly is easy to find something to complain about!

Let me ask some of you exhibitors this: If you were in combat, face to face with the enemy, what would you do? Complain? Would you lie down and say "What's the use, I'm just something from the past?" No, you wouldn't! You would fight like hell because everything you stood for would be at stake, including your life.

This is how I feel about the motion picture industry. If we would all get out and fight, instead of complaining, the accomplishments would be unlimited. We have the best source of entertainment at the lowest price. There is no other place on earth where people can go and enjoy hours of relaxation and entertainment of high caliber, such as "Show Boat," "King Solomon's Mines," and "Ma and Pa Kettle Back on the Farm," for 50 cents or a dollar.

If Hollywood would eliminate the cycles, trying to outdo one another by flooding the industry with the "Shoot 'Em Up Pete" and "Cops and Robbers" type of product, we would all benefit.

Exhibitors should get out of their head the foolish idea that the industry is a thing of the past. If they would get out and contact people, house-to-house and in organizations, and convince them that we have the best source of entertainment at the least price, it would be a big step forward. I know, because I have made it my policy, in my spare time, to make a house-to-house survey and discuss with my potential moviegoers the motion picture industry. With pictures of the caliber of "I'd Climb the Highest Mountain" and "The Great Caruso," you will find that you have no difficulty in gaining their confidence. You will be astonished at some of the things you will learn, to say nothing of the terrific amount of goodwill you will build that will mean dollars at the boxoffice.

Let's all support Movietime U.S.A. and work because this concerns each of us associated with the industry and everything we have is at stake. In my case it's my bread and butter.

NEAL LLOYD

Manager,
Ord Theatre,
Ordway, Colo.

CENTRAL AMERICA DEAL — Jack Thomas (left), vice-president, Hallmark, Productions, Inc., is seen signing for distribution of all Hallmark pictures in Central America and the Panama Canal Zone. Contracts were finalized in Hallmark's Wilmington, Ohio, headquarters with Henry H. Ronge (seated), head of Distributors, Inc., Panama City, and Ronge's New York representative Walter Gould. The deal includes Hallmark's two new productions, "Why Men Leave Home" and "The Best Is Yet to Come."

Grassroots Memo

To BOXOFFICE:

The next time anything happens to the industry, like the atomic attack on the part of one magazine called Life, why couldn't the president of COMPO appear on the screens of all theatres in the country, via newsreel and counteract the damage which any adverse publicity might do?

Life magazine promised to publish the letter that Mr. Mayer wrote in rebuttal to the attack on our business, but it is now a matter of record that only five paragraphs appeared.

However, prior to Mr. Mayer's letter or any letter of protest to the editors of Life, the damage had already been done. It's easy to do harm, but not so easy to retract, which, of course, Life did not do, but added insult to injury with another dig at the business in their editorial note at the end of the letter that Mr. Mayer of COMPO wrote.

It can now be said, no doubt, by many theatre managers, who have had contact with their Life reading patrons, that most of them thought the article slanted, unjust to our business, just the same as people in the industry did. The statements that Life made were so asinine, so much forced lies, that even a child reader of Life could see through the attempt to get over a point on the part of the editors; an attempt to discredit the motion picture industry; an attempt to boost television stock or sales or what have you, in these days when television sets are gathering dust in the warehouses, and when folks have learned to handle television like radio, to select their favorite programs and not to spend needless hours watching the dug-up vaudeville acts that are featured.

So, again, the suggestion, when there is an attack of such great impact as that cast against us by Life, we respond by having a representative of the industry appear in all newsreels as quickly as possible following publication of the article, carrying a message to the patrons in the theatre which will tell the true side of the picture.

There is plenty of good public relations the newsreels could be doing now, eliminating some of the sports and other material that the average audience does not care so much about. If shorts can be made about the industry—and more should be made—then the brains that put together the newsreels should be able to inject, now and then, something good about the movies, the stars and the theatres.

All lines of business toot their horns in more ways than one, and it's high time that we tooted ours, only louder than the rest.

EARLE M. HOLDEN

Manager,
Center Theatre,
Hickory, N. C.

EXTRA! EXTRA! EXTRA!

Columbia comes out with...

JUST WHAT THE SHOWMAN ORDERED...

The Serial with that Extra something!

MYST ISLA

Extra...out-of-this-world action and story!

Extra...out-of-the-ordinary exploitation potential!

Extra...mammoth pre-sold audience!

Extra...high-powered appeal!

All the extras that add up to that...

EXTRA SOMETHING...that makes all the

Jules
Verne's

ERIOUS
ND

CAPTAIN HARDING'S
FABULOUS ADVENTURES

with

RICHARD CRANE *as Captain Harding*

MARSHALL REED • KAREN RANDLE • RALPH HODGES

HUGH PROSSER • BERNARD HAMILTON

Screen Play by LEWIS CLAY, ROYAL K. COLE and GEORGE H. PLYMPTON

Story "L'ILE MYSTERIEUSE", after the novel by JULES VERNE

Produced by SAM KATZMAN · Directed by SPENCER BENNET

A COLUMBIA SUPER-SERIAL

difference for fan and showman alike!

Hollywood Report

By IVAN SPEAR

20th-Fox Buys Story Rights To 'The President's Lady'

Delving back into early American history, 20th Century-Fox bobbed up with "The President's Lady," a new novel by Irving Stone, which the company purchased from the galley proofs. A romantic yarn dealing with President Andrew Jackson and his wife, Rachel, it's up for Technicolor lensing next year as a Sol C. Siegel production . . . In addition to his multiple-picture commitment as a megaphonist for the Pine-Thomas unit, releasing through Paramount, Edward Ludwig is also formulating plans for turning out a picture independently, probably in 1952. To that end he picked up the screen rights to "The Emden," by Leo Saperstein, which is based on the exploits of the German cruiser of that name during the first World War . . . Also in the independent field, Abner Greshler —who was one of the backers of "At War With the Army"—purchased "49 Men," an original by Ivan Tors, dealing with security measures adopted on behalf of our nation's current defense mobilization. Harry Essex is writing the screenplay.

Writers, meantime, were enjoying a boom out Republic studio way, the valley lot having reached the highest peak in its history with 14 scenarists at work on upcoming features.

Tapping away at typewriters are James Edward Grant, working on the next John Wayne starrer, "The Alamo," which Wayne will produce and direct; Alan LeMay, "Song of Youth," a biography of Stephen Foster, for Producer-Director Allan Dwan; Richard Tregaskis, "Fair Wind to Java," from the Garland Roark novel, which Joseph Kane is to produce and direct; Mary McCall, "Citizen Soldier," for Producer-Director John H. Auer; John Meredyth Lucas, "The Golden Herd," from Curt Carroll's novel of early Texas; John Butler, "A WAC From Walla Walla," to star Judy Canova; Arthur Horman, "Gobs and Gals," a musical comedy to topline the Bernard Brothers, pantomime team; and Norman Reilly Raine, an untitled sea adventure.

Additionally, Jack Townley and Charles Roberts are winding up "Girl From Panama," an upcoming Estelita Rodriguez vehicle; Arthur Orloff is penning "The Last Musketeer" and William Lively is at work on "Song of the Pony Express," both of which will star Rex Allen; and two Allan "Rocky" Lane sagebrushers, "Black Hills Ambush" and "Bandits' Outpost," are being scripted by Ron Davidson and M. Coates Webster, respectively.

Mayer Ends 27 Years As MGM Executive

An era in motion picture annals drew quietly and officially to a close when Louis B. Mayer over the Labor day weekend ended his 27-year tenure as one of the founders and production chief of Metro-Goldwyn-Mayer.

Long-rumored, Mayer's impending departure was confirmed late in June. Since that time there has been a myriad of rumors and conjectures as to his future activities, concerning which the industry veteran has made no comment.

Recently an executive committee was organized at the Culver City film plant with Dore Schary as chairman, and at a top brass huddle in Chicago Schary was designated as vice-president in charge of production and studio operations.

Former Great Stars Appear In 'Belles on Their Toes'

There'll be nostalgia by the carload for moviegoers of mature years when they trek to their local theatres to see 20th Century-Fox's sequel to "Cheaper by the Dozen," "Belles on Their Toes." For one sequence in the Technicolor opus, Producer Samuel G. Engel and Director Henry Levin have assembled 20 personalities who were hot stuff, indeed, in the days before the screen learned how to talk.

Appearing with the cast topliners, Myrna Loy, Jeanne Crain and Barbara Bates, will be such one-time greats as Leah Baird, Cleo Ridgely (who co-starred with Wallace Reid), Gertrude Astor, Stuart Holmes, Richard Neill, Dorothy Phillips, Vada Lee Heilman, Barry Norton, Ann Luther, Arline Pretty, Brooks Benedict, Heinie Conklin, Scott Seaton, Jean Acker (once married to Rudolph Valentino), Helen Foster, Lillian West, Ida Pratt, Wilbur Mack, Colin Kenny and Pauline Garon.

Missing from the lineup, however, are Rin-Tin-Tin and Rex, the Wonder Horse.

Christine Wallas, Contralto, Signed to MGM Contract

Add screen newcomers: Christine Wallas, 14-year-old contralto, a junior high school miss signed to a long-term contract by MGM; and Bodil Miller, Danish actress, a graduate of Copenhagen's National Theatre, inked to a termer by Universal-International . . . U-I also booked Audie Murphy to a new long-term ticket, calling for his exclusive services, and assigned him the title role in "Hair Trigger Kid," historical western . . . Back from eastern p. a. tours, Marion Marshall has been assigned to her third straight Dean Martin-Jerry Lewis comedy, "At Sea With the Navy," which Hal Wallis is producing for Paramount release . . . Stanley Kramer's casting department worked overtime as Arthur Franz was inked for the title spot in "The Sniper" and Alf Kjellin, the Swedish actor, was ticketed for "My Six Convicts," both of which Kramer is making for Columbia release . . . Joanne Dru will be Dale Robertson's romantic interest in "Return of the Texan" at 20th Century-Fox.

As his initial assignment under his new multiple-picture ticket with Wald-Krasna Productions at RKO Radio, Curtis Bernhardt will meg "Pilate's Wife," set for filming early next year as a Biblical spectacle. It'll be done in Technicolor from a story by Clare Boothe Luce . . . James V. Kern having withdrawn because of a conflicting commitment, Producer Michel Kraike inked Harold Schuster to direct his upcoming independent venture, "The Hundred Grand Bachelor" . . . Norman Houston is penning "Desert Passage" as a forthcoming Tim Holt sagebrush starrer, which Herman Schlom will produce at RKO Radio.

SPINNING THE PLATTERS—Observance of National Disk Jockey week, August 20-26, in Los Angeles was climaxed when all ten disk jockeys at station KFWB participated in a one-hour broadcast plugging Ginny Simms and Jane Nigh, stars of the Allied Artists release, "Disc Jockey." Jane poses here with Maurice Duke (left), who produced the variety musical, and Bill Laydon, one of KFWB's platter impresarios.

Robert Young Reactivates Cavalier Pictures Unit

After a hiatus of four years, Actor Robert Young apparently has decided that it is about time to dust the cobwebs off his independent unit, Cavalier Pictures, and get back into action. The outfit last made a western, titled "Relentless," with Young in the starring role, and which was bought by Columbia for distribution on its 1947-48 schedule.

During the interim Young has been busy starring in pictures for major studios and as the title-roler in a radio comedy series, "Father Knows Best."

Now Cavalier—in which Young's associate and production executive is Eugene B. Rodney—has begun preparations on "1600 Pennsylvania Avenue," an original by Sidney M. Biddell and Frederick M. Frank, with late-fall filming indicated. Whether or not Young will appear in the opus—the title of which is the address of the White House—has not been revealed, and distribution arrangements have not yet been negotiated.

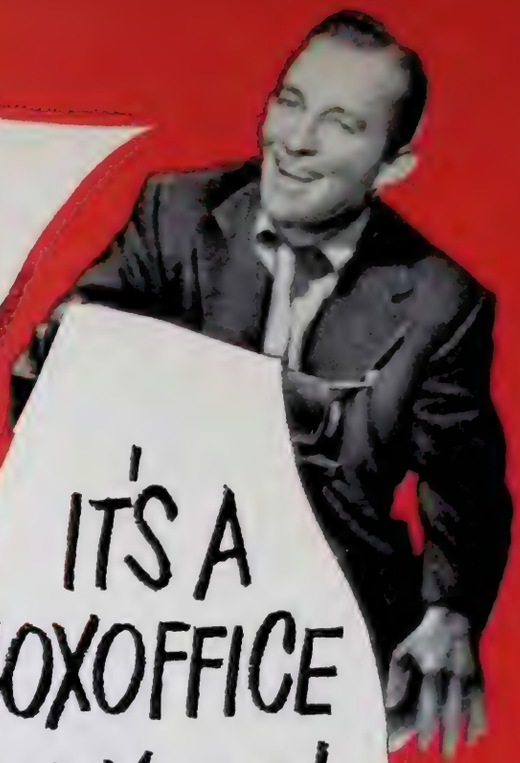
Next 'Ma and Pa Kettle' To Be Located in Paris

There's a new slant on the U.S. navy recruiting slogan out at Universal-International, where the motto has been switched to "Join the Kettle Family and See the World."

The ubiquitous Kettles—in the persons of Marjorie Main and Percy Kilbride—are packing their luggage for a foreign tour as the principals in "Ma and Pa Kettle Go to Paris" next in the comedy series, which will again have Leonard Goldstein in the producer's berth.

The Kettles explored New York in "Ma and Pa Kettle Go to Town," then retired to the rural districts in "Ma and Pa Kettle Back Home." Completed several months ago, but still unreleased, is another bucolic entry, "Ma and Pa Kettle at the County Fair."

WITH BRAZEN IMMODESTY I SAID "GROOM" IS A GREAT PICTURE—AND NOW I'LL PUT IT DOWN ON PAPER THAT—



IT'S A BOXOFFICE BEAUTY, TOO!

You swell showmen who have played it to complete print capacity during Paramount Week are phoning - writing - wiring that business is jam-up! In many spots the best ever for the guy listed in the credits as

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Bing Crosby helped make this THE BIGGEST PARAMOUNT WEEK EVER! More theatres played Paramount features, news and shorts than ever last year's all-time record.

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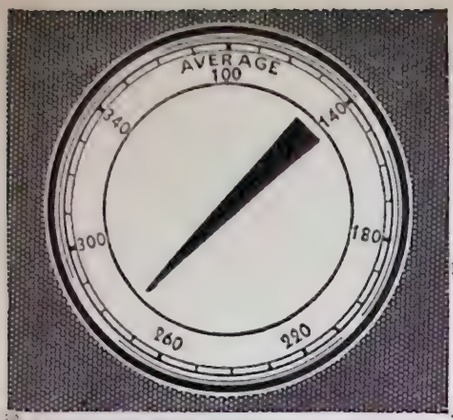
FRANK CAPRA'S

HERE COMES THE GROOM

with ROBERT KEITH and introducing ANNA MARIA ALBERGHETTI

Produced and Directed by FRANK CAPRA · Associate Producer IRVING ASHER · Screenplay by VIRGINIA VAN UPP, LIAM O'BRIEN and MYLES CONNOLLY · Story by ROBERT RISKIN and LIAM O'BRIEN



BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Ace in the Hole (Para)	114	90	105		90	85	90	100	95	80	110	250	100	80	140	105	205	90	120	100	113
Alice in Wonderland (Disney-RKO)	142	190	125	120	185	240	120	150		155	165		180	100	150	200	140		185	150	157
Apache Drums (U-I)		105	80	95		80		100	100	100	80	110	90	80	110	95	130	70	180	85	99
California Passage (Rep)		90		100				100	100		100	100		100	98	100	100		100		99
Captain Horatio Hornblower (WB)	141	150	115	120		165	110			130		140	140			115		110	130		131
Cavalry Scout (Mono)	100			100			100	100		95	85		85	90	90	95	75			85	92
Comin' Round the Mountain (U-I)	110	100	85	110	90	110			80	95		65	100		100	130				90	97
Cyrano de Bergerac (UA)			115	200			110		200		200	250	100		140		165			140	164
Double Deal (RKO)		95		95				100		100	100	100	90	96		85			100		96
Fugitive Lady (Rep)	105	100							90			100		100	90				100		98
Fury of the Congo (Col)	101	90		100	70			100	80		100	90					105		100		93
Guy Who Came Back, The (20th-Fox)	116	110	75	125		90			190		90	75	95	85		85	110	70	190		108
Gypsy Fury (Mono)		100							70			80		100					100	100	91
He Ran All the Way (UA)	108		80	130	100			100	100		90	100	100		105		125		190	85	109
Hollywood Story (U-I)		130	80	115	70	75		100	80	100	80	100	80	100	105		100	45	100	80	91
House on Telegraph Hill (20th-Fox)	119	85	85	100		90			90	100		75	85		110	100	90	50	175	100	97
Law and the Lady, The (MGM)	100				100	90		75		70	100						110	75		65	87
Lullaby of Broadway (WB)	120	130	105	150	100	140	85	200	100	140	140	140	100	103	130	120	115	120	95	100	121
"M" (Col)			85	100				175							105	100			135	100	114
Man With My Face, The (UA)				110	80							100			98				100	100	96
Mark of the Renegade (U-I)				95	90				85			70					115		170		104
Mask of the Avenger (Col)	105	90	85	110		115			110			100			100		95	60			97
Meet Me After the Show (20th-Fox)	134											100	110		135		125			150	126
Mr. Belvedere Rings the Bell (20th-Fox)	136		90		100	110	110			125		90		100	110	110	125			150	113
My Outlaw Brother (UA)				90	70	75		85	70			75	80		90	100	100		100		85
My True Story (Col)		105						100	85		100	90		100					100		97
Night Into Morning (MGM)		80	75			100			95		85	100	95	95	102	100	80	75	90		90
Odette (UA)		115	80			80	110		80			60			125						93
Oh! Susanna (Rep)		100	85	100	70	80		100		90	80	90		90	100		110	50	100		89
Pickup (Col)		95		100	110								115	105			105				105
Rich, Young and Pretty (MGM)			110		135	115				120		125	100	110	110	90				125	114
Roadblock (RKO)								90	100					100					100	100	98
Second Woman, The (UA)	94	120	100		90	85		150	70			80	90	60	110	105	98		180		102
Sirocco (Col)	121	115	100	105	110	145		90	100	100		100	100	95	115	105	80	75	180		108
Strangers on a Train (WB)	101		105	120	135	130	90	175	110	100	140	125	115	78	120	120	125	90	135	90	116
Strictly Dishonorable (MGM)	100	100	75		100	70				90	100		100		110	95	78	80	90	90	91
That's My Boy (Para)	175	275	200	135		215		170		200	250	180		150	120	200	220		200	150	189
Warpath (Para)	106	85			85	75		100	100			110	105				105			125	100
When I Grow Up (UA)		100			70			85	90	75		75	80						170	90	93
When the Redskins Rode (Col)	100	85	85	95				100		100	100	100	80	100		100		65	100		93
Yukon Manhunt (Mono)		100						100		100		75		60					100	75	87

TOP HITS OF THE WEEK

Individual runs, not an average. Pictures with less than five runs do not appear in the chart above.

1. That's My Boy (Para)
   - Boston 275
   - New Haven 150
2. Alice in Wonderland (RKO)
   - San Francisco 185
3. Jim Thorpe—All American (WB)
   - Cleveland 160
   - New York 130
4. A Place in the Sun (Para)
   - San Francisco 160
5. Disc Jockey (Mono)
   - Denver 150
6. Flying Leathernecks (RKO)
   - Kansas City 150

A New Boxoffice Champ!

"IRON MAN"
Best business since "Tomahawk" at Harris Theatre, PITTSBURGH
"IRON MAN"
Best business since "Up Front" at Loew's State Theatre, NEW YORK
"IRON MAN"
Biggest U-I grosser in 5 years at Hippodrome, CLEVELAND
"IRON MAN"
Best business since "Harvey" (Xmas week) at United Artists, Ritz, Vogue, Studio City and Culver Theatres, LOS ANGELES
Another Boxoffice Smash from U-I

"IRON MAN" Starring JEFF CHANDLER · EVELYN KEYES · STEPHEN McNALLY · with ROCK HUDSON · JOYCE HOLDEN

Screenplay by GEORGE ZUCKERMAN and BORDEN CHASE · Based on the story by William R. Burnett · Directed by JOSEPH PEVNEY · Produced by AARON ROSENBERG · A Universal-International Picture

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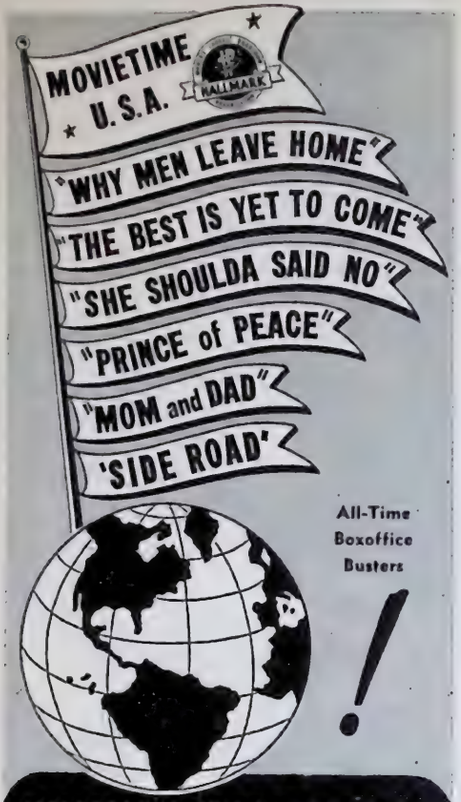

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Fire Prevention Cartoon Prepared by Filmack

CHICAGO—A new one-minute cartoon film, publicizing Fire Prevention week, is now available from Filmack Trailers. The trailer, produced for the National Board of Fire Underwriters by Dave Fleischer studios in Hollywood, points at all of the fire hazards in the home and how to correct them.

New RKO Series Sept. 14

NEW YORK—The first of a new RKO Pathe Special series, to be called "Here Comes the Band," will be released September 14, according to Harry J. Michalson, president of RKO Pathe. The series will replace the "This Is America" series.

WB 'Cup' Screenings Now Sept. 19

NEW YORK—Trade screenings on "Come Fill the Cup" (WB) have been set back from September 12 to September 19. National release date will be October 20.

★ ★

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Extended Stage Shows At Cleveland Circle

CLEVELAND—Due to the success of its Sunday vaudeville policy, the Circle Theatre, 1,875-seat house located in the thickly populated Euclid-East 105th St. area, is extending the policy to four days a week, Thursday through Sunday.

E. J. Stutz, manager of the Circle, announces that starting in September he will present the four-day vaudeville policy featuring acts and orchestras picked from the juke box parade of best sellers.

Erskine Hawkins' Tuxedo Junction band headed the first autumn revue opening September 6. Other revue headliners booked included Songstress Peggy Thomas, Candy Johnson's band, Rosita (Chicken) Lockhart and Bill Bailey, billed as the "dancing preacher." Contracts are now being negotiated for the appearance of Cab Calloway, Louis Jordan, Lionel Hampton, Louis Armstrong and Larry Steel's revue.

Circle Theatre policy as announced by Stutz will be four performances daily, five on Sunday and a special "midnight musical jamboree" on Saturday. Popular prices will prevail.

The Euclid-East 105th St. area is one of the most competitive in the city. It has five full-time theatres with a total seating capacity of 10,220 seats. Loew's Park (3,287 seats) and the University (917 seats) play a straight picture policy without outside attractions of any kind. The 1,326-seat Alhambra has a 250-seat TV lounge as an added attraction. Keith's East 105th St. Theatre (2,815 seats) has no hard and fast set policy. Sometimes it plays straight pictures. Sometimes it augments the screen attraction with stage presentations. The Circle is the only one to date to announce an extended stage show policy.

Shift 20th-Fox Releases

NEW YORK—Twentieth Century-Fox has advanced "Man of Two Worlds," Technicolor film starring Tyrone Power, Ann Blyth and Michael Rennie from December to November release, and has set back "Kangaroo," starring Maureen O'Hara and Peter Lawford, from November to December.

2 ways to look at it... from a side seat!

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CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL ID

Touring Screen Trailer Wins Honor Roll Place

George Payette jr., manager of the Maryland Theatre, Hagerstown, Md., topped the list of Honor Roll showmen during August with an original idea he conceived to take coming attraction trailers direct to the public. Payette mounted a projector on a truck, toured the surrounding countryside and arranged free motion picture shows in parks and public places. Several of the "free shows" which included cartoons as well as the trailers, were sponsored by local merchants who advertised in the newspapers. Payette was awarded a BOXOFFICE Citation for his exceptional ingenuity and showmanship.

Ralph Lanterman, city manager for Walter Reade Theatres in Morristown, N. J., and winner of a special Citation from BOXOFFICE in behalf of Youth month in 1948, was awarded the August Citation for public relations. Lanterman's participation in civic projects recently earned him the title of Outstanding Citizen of the Year and a scroll presented by his fellow townsmen.

Two Loew's Theatres managers received Citations for outstanding promotions submitted to the Showmandiser section during the month. They are Boyd Sparrow, Warfield Theatre, San Francisco, window display, and Frank Manente, Esquire, Toledo, lobby display.

A stage wedding arranged in behalf of "Francis Goes to the Races," in which the principals were two mules, earned a Citation for ballyhoo for Milton Harmon, manager of the Palace, Milwaukee.

A Citation for general tieup was awarded to Fred Trebilcock, manager of the University Theatre in Toronto. For "As Young as You Feel," Trebilcock arranged a beauty clinic in the theatre lobby through a tieup with a national cosmetic firm.

Irving Hillman, manager of the Empress Theatre, Danbury, Conn., topped entries for display ads with a series of layouts plugging air conditioning. Nick Tornichio, manager of the Vernon, Mount Vernon, Ohio, received a Citation for co-op ads.

The Citation for outstanding front contributed by Ben Haines, manager of the Yucca Theatre, Roswell, N. M., and a Citation presented to Herman Berlin, Laurelton (N. Y.) Theatre, completed the list of Honor showmen for August.

Fred Trebilcock

Milton Harmon

George Payette jr.

Frank Manente

Ben Haines

Ralph Lanterman

Herman Berlin

Irving Hillman

Boyd Sparrow

For the Job Ahead

Our correspondence and files for the past year reveals that six theatre managers—each an active exploitation man who contributed ideas regularly to this department—have resigned from theatre business to seek greener pastures.

That should give theatre executives something to ponder.

There was a time when the resources and progress of a circuit were measured in terms of its manpower capacity for showmanship. That embraced the physical operation of the theatre as well as merchandising.

During that period, for both newcomer and veteran there was incentive in the promise of advancement. There were material gains as well as personal achievement beckoning as an ever-present source of inspiration. By the current standards of living, then, he was an affluent citizen. Morale was at high peak and permeated through the theatre staff from top to bottom. There was personal pride evident in all ranks, and enthusiasm for work was exceeded only by the individual's personal initiative and ambition.

During the past two decades, however, the position of the theatre manager has lost most of its glamor. Enthusiasm and ambition have been replaced by something akin to fear of the future among large numbers of theatre personnel. That is apparent when one considers that six veteran theatremen discard long years of service and experience to engage in other fields of endeavor. Where there are six instances of record, it is likely there are many times that number unrecorded.

(Continued on next page)

Military, Blood Bank Cooperate to Exloit 'Leathernecks'

Extensive cooperation with the local recruiting service of the local marine office and veterans groups in Syracuse, N. Y., helped to exploit "Flying Leathernecks." Sol Sorkin, manager of RKO Keith's Theatre, placed six-sheet posters on the recruiting booths in the downtown business section, and one-sheets and tie-in copy on all recruiting boards.

An exhibit of equipment was placed in the lobby ten days prior to opening, with uniformed personnel on hand to demonstrate the mechanisms to the public. Another exhibit of marine corps equipment was displayed in the main window of the Grant store in downtown Syracuse.

With the assistance of the press, a search was instituted for local Purple Heart veterans who fought in Korea. These wounded men were guests of the theatre on opening night and were interviewed on two radio stations and both local television stations.

A blood donor drive was instituted with the cooperation of the press and radio stations. On opening night, a parade headed by a drum corps, the marine detachment, a tank and motorized artillery units was one of the highlights of the campaign.

Through a co-op arrangement with the distributor, 500 window cards with theatre imprint were distributed throughout the Syracuse area, and the theatre's regular newspaper and radio budgets were stepped up.

Sorkin tied in with station WSYR and WSYR-TV in promoting a harmony quartet contest on "On Moonlight Bay." Ed Murphy, popular Syracuse disk jockey, sent out a call for male quartets on his daily morning show from 7 to 9 a. m. and on a 15-minute TV evening program. Eliminations were held on the evening show, with the finalists appearing on the stage of Keith's opening night of the picture. A record player, record albums and Evans cigaret lighters were given to winning contestants.

The Columbia record distributor arranged for window displays in music and record stores throughout the city, with full theatre tie-ins. Disk jockeys on every radio station were supplied with records of song hits heard in the motion picture, and each publicized the theatre playdates following the songs.

On Saturday night prior to opening, Sorkin arranged for Arthur Murray dance instructors to give an exhibition of the turkey trot on the theatre stage.

All theatre advertising announced that persons attending on opening day wearing raccoon coats would be admitted free.

Paul Rager Distributes 10,000 Circulars Weekly

Paul Rager, manager of the Sky-Vue Drive-In Theatre, Lancaster, Pa., uses 10,000 weekly programs to advertise coming shows. The programs are imprinted with serial numbers which, if checked with a list posted at the theatre, entitle the holders to free admission. Front and back pages of the circular carry institutional copy on special services offered to patrons, with the inside spread devoted to ad cuts on attractions booked for exhibition during the following week.

Ahead

(Continued from preceding page)

It does not speak well for an industry when the morale of its manpower begins to ebb and youthful hopes and ambitions are abandoned to frustration.

Stanley Durwood, general manager for Durwood Enterprises in Kansas City, told us not long ago that he estimates there is a $20,000 investment in a manager after one year with his organization.

Losing a theatre manager who has 15 years of experience is, therefore, a financial loss. Multiplied by six, or 60, or maybe 600 veteran theatremen, it becomes a loss in dollars and cents—and more important, in experienced manpower.

The industry still has many problems to solve. One of them is how to keep its trained manpower enthused and inspired and interested in theatre management and showmanship. It is an urgent problem.

When the quality and experience of manpower ceases to improve, it begins a down-hill course and progress within the industry will cease.

Perhaps, some day, soon, exhibitors and circuit heads, during their forums, will start a program of research, fact-finding and reform for re-instilling morale and enthusiasm among theatre managers.

It is essential that such a program be started without too much delay. We can ill afford to lose any trained showmen. They are necessary for the job ahead.

—Chester Friedman

Dummy on Top Roof Exploits '14 Hours'

Tiff Cook, manager of the Capitol Theatre in Toronto, Ont., used a dummy stunt on the ledge of the building roof to focus attention on "14 Hours." A dummy of a man was placed in a jumping position on the corner of the roof. Two banner signs nearby were lettered with the title of the picture. Spotlights illuminated the figure which was visible during evening hours as well as in the daytime.

A loudspeaker from the theatre public address system was hooked up on the roof, and at peak hours Cook broadcast prepared copy and punchlines. The stunt stopped traffic.

Contest on Five Stations Airs Indianapolis's 'Boat'

Strong radio and newspaper publicity was promoted by Howard Rutherford, manager of Loew's Theatre, Indianapolis, for "Show Boat." All three daily newspapers published art and feature stories and gave the picture excellent reviews. Contests were planted with transcribed interview records on radio stations WIBC, WFBM, WIRE, WISH and WXLW. All disk jockeys were serviced with record albums of the picture tunes which resulted in additional publicity.

Special lobby displays, window tieups and signs on jukeboxes drew attention to the playdates. Four hundred Red cabs carried bumper strips.

Underwater Fighters Roam in Streets for 'Frogmen' Run

Bob Deitch, manager of the Capitol in Union City, N. J., had several ushers dressed as frogmen distribute some 5,000 heralds on the streets to ballyhoo his showing of "The Frogmen." The boys wore authentic suits such as used by the navy underwater demolition teams and attracted much attention as they strolled through the main business section of Union City and North Hudson. Attached to the suits were signs with appropriate copy.

The heralds were long and narrow, about 4½x15, and unusually attractive, with a startling shot of a frogman and copy imprinted in green on yellow post card stock.

Five thousand of these heralds were distributed as newspaper inserts on local newsstands and by newsboys who sell the late pink edition of the New York Daily News and Daily Mirror.

Deitch ran a teaser trailer slipped into the newsreel for two weeks before opening, and displayed a lobby 40x60 featuring a montage of newspaper headlines and photos depicting the U.S. navy frogmen in combat training. A two-column cut with caption credits made the Union City Hudson Dispatch and the Jersey Observer.

According to Deitch, the campaign attracted a lot of attention and resulted in favorable word-of-mouth publicity.

Original 'Boat' Film Sheds New Publicity

Fred Barthel, manager of the Margie Grand Theatre in Harlan, Ky., made capital of a coincidence in the theatre's history to exploit "Show Boat."

Barthel learned that the theatre opened in 1929 with the original film version of "Show Boat." The woman who owned the theatre at that time, and for whom the theatre is named, has been ill for several years and mostly confined to her home. However, at the invitation of Barthel, she came to see the new "Show Boat" with her son and daughter on opening day, resulting in newspaper and radio publicity.

The mayor of Harlan, acting on the suggestion of Barthel, designated the Sunday during playdate as Margie Noe "Show Boat" day in commemoration of the original booking exactly 22 years ago to the day.

Following through on this angle, Barthel promoted a newspaper contest asking readers to submit the names of the players in the 1929 "Show Boat." Passes were awarded for the most complete lists of the cast.

The local disk jockey plugged the picture and songs for five days in advance.

14 Stores in Co-Op Ad

Fred Godwin, manager of the Wellston in Warner Robins, Ga., promoted a double truck newspaper co-op ad in the Warner Robins Sun on "I Can Get It for You Wholesale." The two-page layout was cost-free for the theatre, and included picture ad mats in addition to a banner streamer, "We can't get it for you wholesale but we can give it to you at lowest possible sale prices." Fourteen merchants sponsored the tieup.

State Guards Drill On Street to Boost Macon, Ga., 'Broke'

This float with girls in bathing suits made the rounds of Macon, Ga., for "On the Riviera."

Jack Herndon, manager of the Grand Theatre, Macon, Ga., tied up with the army for cooperation in exploiting his showing of "Go for Broke!" Signs advertising the film were posted on recruiting booths, and a booth was set up in front of the theatre during the run.

Herndon borrowed several articles of military equipment from the national guard for display in the theatre lobby, and had flags draped up the stairs leading to the balcony.

He invited a small detachment of the national guard to see the picture on opening night. They drilled as they came down the street, gave an exhibition of presenting arms in front of the theatre, and left a guard out front to watch the rifles while they saw the show. This created a nice flurry of excitement and resulted in newspaper publicity.

To exploit "On the Riviera," Herndon had an attractive float made which, with several pretty girls in bathing suits decorating it, made the rounds of the town and parked in front of the theatre periodically. In addition to regular signs, the float sported the line, "Peaches From the Beaches of the Riviera."

Single Bill Beats Par At Clinton, Mich.

"Go for Broke!" played the Clinton (Mich.) Theatre as a single feature, in contrast to the theatre's usual double bills, and did above average business as a result of Manager F. L. Fitzpatrick's exploitation efforts.

Fitzpatrick contacted the national guard in a nearby city and arranged for an exhibit of machine guns, carbines, a grenade launcher, mortar, a bazooka, gas masks and a modern switchboard. This display was set up in the theatre lobby and moved to a store window on Main street during the run.

DRIVE-IN IN-A-CAR SPEAKERS
and junction boxes complete with transformer to match any impedance. Also replacement speaker cones (Jensen) any size.
DRIVE-IN THEATRE MFG. CO. 720 Baltimore Kansas City, Mo.

Co-Op Ads and Window Displays Are Plentiful for 'Wonderland'

An example of the type of cooperation which exhibitors can expect when they play "Alice in Wonderland," is offered by the campaign submitted to the Showmandiser section by Tom Muchmore, manager of the Warner Fresno (Calif.) Theatre. Muchmore had no assistance from the film distributor and set up his local tieups through correspondence and personal contacts.

Full window displays were obtained from Hocket & Cowan Music Co., Shelley Music Co., Gearhart Music Co., Finn's Music Co., Kress, Woolworth, Grant's, Thrifty Drug Co., Long's Drug Store, Hendrick's department store and many others.

All displays were tied in with music and merchandise tieups and drug stores featured a Mad Hatter sundae and distributed color photos to fountain customers who ordered the special.

The theatre's regular radio advertising was augmented by numerous plugs via disk jockey tieups. Lobby setpieces were enhanced with character blow-ups in color and a phonograph played "Alice" recordings almost two weeks in advance to stimulate interest in the playdates.

Muchmore arranged for display posters on all newsstands and at all stores which sell magazines through the American News Co. He set a full page newspaper co-op ad sponsored by a food market which featured a coloring contest of the picture's characters. Eight other merchants who offered "Alice" products and by-products also cooperated with newspaper co-op ads, each of which included full theatre and picture credits.

Ivan Ackery Promotes Pre-Heidt Talent Test

Eliminations for Horace Heidt's Youth Opportunity show are being conducted by Ivan Ackery, manager of the Orpheum in Vancouver, B. C., several weeks prior to Heidt's scheduled appearance in the city. The Youth Opportunity show is sponsored by the Vancouver Sun and presented by the Optimists club, with proceeds going to aid the club's youth service work.

Ackery made arrangements to conduct the eliminations on the theatre stage on several Friday nights preceding Heidt's engagement at the Forum. More than 200 acts have been screened at the Orpheum thus far, with three of the winners scheduled to appear at the Forum September 12.

The Vancouver Sun gives the weekly shows at the Orpheum abundant publicity.

Welcome for Hoboes

Doc Twedt, manager of the Chief Theatre, Britt, Iowa, mailed postal cards welcoming all delegates to the national hobo convention, after obtaining a list of the delegates from convention officials. The cards were imprinted with the insigne of the organization, and the message reminded delegates that the hobo headquarters are at the Chief Theatre.

Preview Comments Stimulate 'Voice'

An advance screening of "The Next Voice You Hear . . ." yielded wonderful comment cards, later incorporated in newspaper ads, and gave the picture the best business in six months at the Valley Theatre, Eddyville, Iowa. Exhibitor Dwight Hanson reports that ministers, Sunday school teachers and the town's civic leaders were invited to the screening. Their reactions to the picture were used, under their individual names, in the newspaper ads.

To obtain extra publicity for the theatre's coming attractions and to promote movies generally, Hanson writes a column for the Eddyville Tribune under a by-line, with the title, the Observation Post.

Hanson also does a Teen-Time disk jockey stint on KBOE. To maintain listener interest, he recently promoted a $50 watch which was offered to the winner of a novel contest. On several successive days, Hanson played the Russ Morgan recording of "Go, Go, Go." The radio audience was invited to count the number of times the word "go" is used in the recording and submit the figure with a brief letter.

Hanson believes in continual showmanship.

Left, example of the handicraft of Rufus Bland, illustrating the use of star cut-out designs and sign posts. These can be used several times if washable paint is employed.

DON'T GIVE ART WORK THE OLD BRUSHOFF

A Showman Who Designs and Builds Theatres Offers a Few Hints on How to Brush Up Your Brush Work. For the Exhibitor or Manager Who Has to Make His Own Signs, Here Are a Few Tips on How to Improve the General Appearance of Your Display Work.

By RUFUS BLAND

(Condensed from a series of articles appearing in the Tipster, house organ of the Martin circuit.)

It is neither the policy nor intent of Martin Theatres to make theatrical artists out of our managers or other employes. The information set forth here is for anyone who wishes to take advantage of it in order to make their exploitation work easier and more attractive.

A fellow showed me a banner recently which he spent all morning and part of the evening painting. It was a nice job. He could have done the same thing in an hour if he had known a few tricks and short cuts. These can be learned by spending five minutes a day practicing on old newspaper or wrapping paper.

Most theatres have an old table or easel suitable for banner work. It is more practical to work on an elevated surface, tilted from 40 to 50 degrees. Stretch out your working paper, anchor it with thumbtacks in the corners, and you are ready for your first practice session.

You will need some ruled lines across the paper. To save time, hold the yardstick in your left hand with the upper edge perpendicular to the paper. Set your left hand across the bottom of the table or easel and adjust the yardstick so that the top is precisely where you want the uppermost rule to be. Now take pencil in your right hand, place the point at the top of the stick and steady it with your forefingers. By holding the stick in an upright position and drawing your left hand across the bottom of the table with the pencil steady at top, you can make your rule with one stroke. Adjust the position of your left hand on the rule to get the other guide rule lines at the desired intervals.

If newspapers are used for practice, turn the paper sideways and use the column spaces for guide lines. Try the practice strokes first. Illustrated on this page is a style chart. It will give you an idea of how to properly hold your lettering brush. The brush should be held lightly between the thumb and index finger. This enables free movement for swinging curves, semireverse movements, etc. Work from your shoulder joint and you will get better guide control. Don't get obsessed with the idea that you are too nervous or cannot hold the brush in the position. Some of the best artists are shaky.

Now practice working off the point of the brush with the handle almost at a 90 degree angle with the paper. If the paint does not flow from the brush fast enough and evenly, reload it and swiftly flatten it on a paper pad. Keep the brush worked out to a point while working. You will learn from experience that when the paint is too thin, the results will be poor.

The illustration on this page is a reproduction of a card 26x35 inches, made in two hours with a No. 7 round red sager brush. Several mistakes and errors will be noted—placed there purposely. Close examination may reveal that the artist neeeds a bit of brushing up in the art since it has been about 12 years since I used a brush regularly.

Objectively, let's criticize the handiwork.

1. The word "lettering" should be script type, upper and lower case, to conform with others.

2. The underline was unnecessary.

3. There is not ample spacing between "brushes" and "should" on the top line.

4. The letters do not lean exactly parallel with each other and the wording is of minor importance, therefore could be smaller in size.

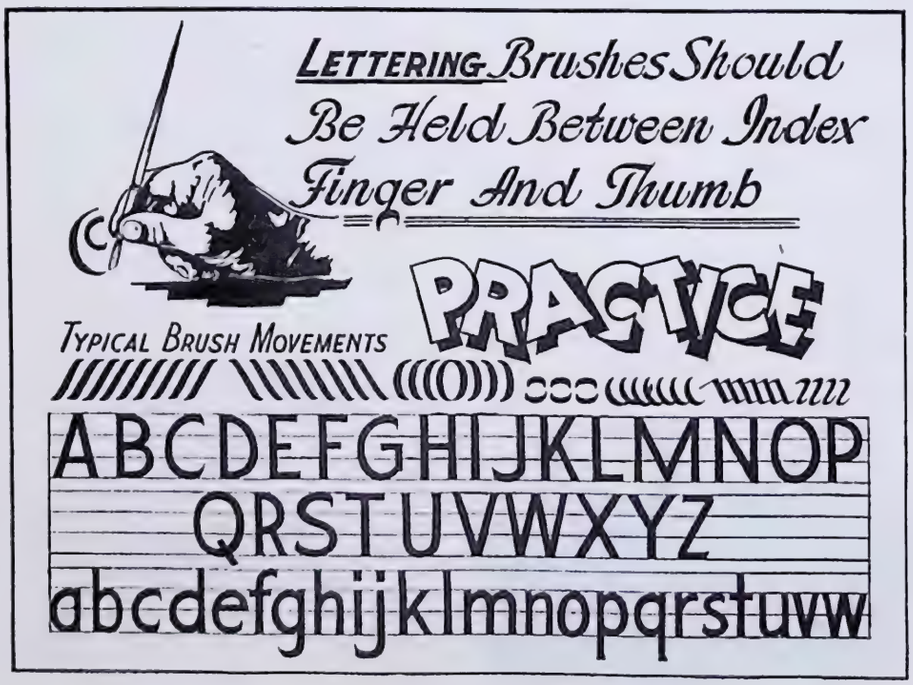
5. The entire card is overcrowded, with insufficient spacing and not enough margin.

These criticisms should be studied and care should be taken to avoid these errors. Eye-focus, it will be observed, falls on the word, "Practice," deliberately placed as an eye-catcher and formed with scattered type of letters to balance composition.

Alphabet letters are formed in Gothic type showing both upper and lower case. With freehand practice you will be able to make them in single stroke movements. The formation of the letters should be studied so that when your brush touches the paper, you will make the strokes with confidence. That five-minute practice session each day will soon have you making your brush strokes as firmly and surely and as automatic as putting your hand out the window of your car to signal.

All brush styles are based on Gothic, Roman and Italic lettering. Once these are mastered, the other variations come easily

The work on this 26x35-inch card is analyzed by showman Bland in the above columns.



RUFUS BLAND . . .

A THUMBNAIL SKETCH

The Martin Tipster, house organ for the Martin circuit of theatres, recently published a series of articles on showcard design, layout and lettering. The author of the series is Rufus Bland, theatre designer and architect for the circuit, with headquarters at Columbus, Ga. Bland's experience includes a course he completed in commercial sign writing, theatrical art and display. He has also worked with a number of outstanding artists in the amusement field and from them learned many useful tricks of the trade. In the series, he offers helpful suggestions for theatre managers who, either from choice or circumstance, dabble with their own sign work. Bland has kindly consented to permit BOXOFFICE to offer a condensation of his articles for the benefit of readers interested in enlarging their own scope of ability and skill with the brush.

and naturally.

It is advisable to use water colors for banners and show cards since they are the most economical and can be dry-cleaned out of your clothes. To protect your masterpieces from the weather, apply a coat of brushing lacquer or white shellac.

As part of your regular practice sessions, try snapping the brush off at the ends of letters and corners as this is one of the key ways to speed in art work. Formation of letters, the spacing and layout are most important considerations.

Try to avoid anything fancy like putting long tails on the "R" or "S." Ornamentation takes more experience, and with preliminary lack of training, will make the finished show card look more amateurish than professional.

After you have mastered the rudiments of speed combined with good lettering, you can consult pressbooks for special style of lettering which may carry out the "atmosphere" or "theme" of the picture. Usually the artist who makes up the advertising layouts for pressbooks is familiar with the characteristics of the picture and his style is generally in keeping. This is especially true in illustrations showing the banners and posters available at the exchanges or National Screen Service which are reproduced in pressbooks.

Study layout and design in pressbooks; it will help you in preparing your own posters. Play up whichever factors have greatest sales appeal in your location—the title, the star, or perhaps some featured player who outranks the star in local appeal.

Don't neglect playdates. They are important and should make an impression on the potential patron. Observe that when the circus comes to town the first thing you notice on the posters is the date.

Star designs lettered with the names of the film stars are frequently effective and sometimes necessary on banner layouts. For this purpose, it will save time to make star cutouts, which can be washed off and relettered for newer pictures.

In striving to improve your art work, keep an open mind on criticism. Learn to distinguish between praise and flattery and accept constructive criticism so that you can try to correct any weak points.

Antique Motor Car Show Plus Race And Street Stunt Promote 'Dust'

Fox Midwest theatremen in Wichita, Kas., promoted an effective tieup on "Excuse My Dust" which played at the Miller Theatre. It was made with the Joyland-Hillside Amusement Park by C. C. Murray, city manager for Fox Midwest, and Harold Brown, manager of the Miller.

The amusement park sponsored an antique auto show presented by the Horseless Carriage club of the Midwest. More than 20 automobiles were exhibited and an estimated crowd of 30,000 took advantage of the free exhibition. Large signs throughout the park and one placed atop the Crosley fire engine carried full information on the playdates at the Miller.

Part of the tieup included a race of the antique vehicles. During the races, a commentator delivered a running comentary interspersed with plugs for the picture. The theatremen offered a Red Skelton trophy to the winner of the race which was so successful that the management of the park contemplates an exhibit on an annual basis.

The two showmen set up an opening night premiere for "Excuse My Dust," with the Horseless Carriage club participating. The cars were driven to the front of the theatre and the guests escorted to seats in a reserved section. A special staff dressed in old-fashioned police costumes was on hand to control the crowds which collected.

Abundant newspaper publicity helped to arouse interest in both the auto race and the picture. The amusement park ran newspaper co-op ads advertising the screen program and the race.

For additional street ballyhoo, Murray had the sign shop build a miniature compo board automobile which was carried around the streets on shoulder straps by a theatre employe wearing duster, motor cap and goggles.

Extra $$ on 'Dust'

When A. J. Kalberer, manager of the Indiana Theatre in Washington, Ind., learned that a local boy, Frank Miller Jr., has a role in "Excuse My Dust," he notified the newspapers and thus got some extra publicity for the booking. Both the Washington Democrat and the Herald ran a story with a one-column cut of Frankie, as he is known locally, including a plug for "Excuse My Dust." Kalberer reports the publicity was worth extra ticket sales.

Starlet in Altoona For 'Iron' Buildup

Jack Day, manager of the Strand in Altoona, Pa., believes Hollywood should send more of contract stars and players into the smaller towns, as such visits are lucrative, publicitywise and at the boxoffice.

U-I recently had Starlet Cindy Garner, who appears in "Iron Man," on tour and one of her stops was in Altoona. Day and Arthur Frozio, city manager for the Fabian circuit, arranged a series of radio interviews on disk jockey shows and sports broadcasts for Miss Garner. She also was honor guest at a press luncheon and visited the Veterans hospital. Each event was covered by staff reporters for the daily papers.

Arrangements were also made to have the starlet model new fall fashions for women at Gable's store.

PORT HOLE BLOWERS

Necessary in ANY projection booth to keep bugs, dust and greasy lint off delicate coated lenses. Eliminates optical glare. Clearer projection.

DRIVE-IN THEATRE MFG. CO. 729 Baltimore Kansas City, Mo.

CLEARING HOUSE

(Continued from inside back cover)

THEATRES FOR SALE (Cont'd)

Drive-in theatre in good east Texas town; good lease; $28,000. Less than two-year payout. Ted E. Waggoner, Box 6, South San Antonio, Tex.

378-speaker drive-in theatre in good west Texas oil town; nearly sixteen thousand in territory. $33,000 will handle, about three-year payout. Ted E. Waggoner, Box 6, South San Antonio, Tex.

For sale: The very best drive-in theatre listing I have ever had. 600 speakers in coastal town of 125,000 population. $70,000 down, less than three-year payout. If you want a theatre that will gross over $2,000 every week, this is it. Ted E. Waggoner, Box 6, South San Antonio, Tex.

Small town theatre in Oklahoma. Nice profit. $8,000 will handle. Ted E. Waggoner, Box 6, South San Antonio, Tex.

Neighborhood house in Texas City, showing good profit and building every day. Good lease on building; $5,000 will handle. Ted E. Waggoner, Box 6, South San Antonio, Tex.

Theatres for sale: I have opened a branch office in Palestine, Tex., to give better service to east Texas and Louisiana territory, with L. S. Ducote, Box 127, Palestine, Tex., in charge. Plenty good listings. Ted E. Waggoner, Box 6, South San Antonio, Tex.

MORE CLASSIFIED ON INSIDE BACK COVER

WHAT'S THE SCORE?

GET THE WHOLE PICTURE FROM A FRONT ROW SEAT AT THE T.O.A. CONVENTION!
1951 T.O.A. CONVENTION AND TRADE SHOW
Sept. 23-27
HOTEL ASTOR, N.Y.C.

THE 1951 T.O.A. CONVENTION AND TRADE SHOW is the most important gathering of theatremen in many years.

This will be a working convention. Every important topic relating to up-to-the-minute management, policy, operations and concessions will be discussed. An important feature of the convention will be the big Trade Show at which the manufacturers, dealers, concession merchandise and merchandising will be on display and where you can talk over, first-hand, your requirements and problems for the year ahead. A golden opportunity for both buyers and sellers.

An elaborate program of entertainment has been arranged by the convention committee and will feature the T.O.A. Showboat trip up the historic Hudson River (hosted by Coca-Cola), lunches, theatre parties, fashion show, broadcast studios, the big banquet and a special program for the ladies.

ALL EXHIBITORS ARE INVITED TO ATTEND REGARDLESS OF AFFILIATION. THIS IS A CONVENTION TO HELP SOLVE THE PROBLEMS OF ALL EXHIBITORS AND THE BUSINESS AGENDA WILL COVER EVERY SUBJECT OF CURRENT AND COMING IMPORTANCE.

IMPORTANT TOPICS FOR DISCUSSION:

- Know your industry.
- Distributor-exhibitor public relations.
- Government regulations on supplies, shortages, etc.
- TV and Theatre TV.
- Legislation, national, state and local.
- Concessions.
- 16 mm. competition.
- Theatre Equipment.
- Consent Decree.
- And many other vital subjects!

For information and reservations:

T.O.A. CONVENTION COMMITTEE

1501 BROADWAY, NEW YORK CITY, N. Y.

Henry A. Morton, 60, Of Winnipeg Dies

WINNIPEG—Henry A. Morton, 60, president and managing director of the Odeon-Morton Theatres in Winnipeg and Saskatoon, died Wednesday evening (29) in Misericordia hospital following a short illness.

Born in Minsk, Russia, Morton emigrated to the U.S. at the age of 14, and in 1914 came to Winnipeg and entered the theatre business as a doorman. Later he acquired and managed several theatres until 1941, when he became a partner with Odeon Theatres in Winnipeg and Saskatoon, remaining in that capacity until his death.

Morton was a member of the Variety Club, the Canadian Motion Picture Pioneers, the Masonic lodge, B'nai B'rith, Shaarey Zedek synagogue, the YMHA, a charter member of the Glendale County Club, past president of the Manitoba Motion Picture Exhibitors Ass'n and a member of the Saskatchewan Exhibitors Ass'n.

Surviving are his wife Eva Rebecca, a daughter Elaine, a son Paul, all of Winnipeg, and three sisters. Funeral services were held in the Shaarey Zedek synagogue.

P. R. Fielding Improves After Serious Illness

BRIDGEWATER, N. S.—Percy R. Fielding, owner-manager of the Goudey Theatre in Barrington Passage, who became ill with pneumonia while convalescing after an operation at a Halifax hospital, now is recuperating at the Bridgewater hospital.

He is hoping he will be able to get his share of deer during hunting season. He missed golfing and trout fishing while confined to the two hospitals. Perce has been in film exhibition for over 30 years in the maritimes, and has been located at Barrington Passage the last six years as owner of the Goudey.

The theatre was built for a Boston gum manufacturer, a native of the Atlantic seashore town. Prior to taking over the Goudey, Fielding was manager of a number of maritime theatres. He is a brother of Art Fielding, owner of the Avon and Capitol at Bridgewater, and Mrs. Frank Audas, who with her husband operates the Gem at Parrsboro, N. S. All three were theatre managers in the Spencer chain for many years, with Art Fielding general manager of that lineup for about a dozen years. Mrs. Audas managed two Spencer theatres at Amherst, N. S., with her husband in charge of projection, before they took over the Gem at nearby Parrsboro.

Winnipeg Lyceum Opens After Modernization

WINNIPEG — Western Theatres Lyceum, ace key run on the main stem, piloted by Harry Gray, had a gala reopening as a newly modernized de luxe house. Large ads in the dailies proclaimed the following new innovations for living room comfort: saucer shaped floor, scientifically selected color decoration, Walker moulded plastic seamless screen and modern no-glare concealed lighting.

The Lyceum is the first theatre in Winnipeg to offer Kroehler push-back lounge chairs. Photos and illustration demonstrated to the public how the push-back seats operate.

Theatreman Reported Seen at Windsor, Ont.

TORONTO—The disappearance of Kenneth Johnston, manager of the London Odeon, remains one of the top mysteries of the day here. Last word on the missing theatreman, who disappeared on August 13, was that a man answering his description was seen boarding a plane for Vancouver by airport officials at Windsor, Ont.

No word had been received from Johnston anywhere up until the end of August.

MONTREAL

The long, welcome Labor day weekend which started Saturday saw staffs of Filmrow offices relaxing in the country or at the seaside, and in some cases visiting New York and other American cities. Canadian Thanksgiving will be celebrated earlier than usual this year, on October 8, so that this is not the last opportunity staffs will have for a long weekend, but it nevertheless marks the end of the summer holiday season.

Some of the Filmrow personnel were still on their summer vacation when Labor day arrived, but to others it was like an extension of their holiday. At the office of J. Arthur Rank, Robert Johnson, manager, returned; Jeanne Paquin had left for the southern states; salesman George Koppelman was relaxing at Manitou lodge and Mrs. A. Gendron of the revision department was at her summer residence in Woodland, Que. Cardinal Films Manager Ted Atkinson and wife were enjoying a holiday near Mont Laurier, and Orval Fruitman, head booker at Empire-Universal, was in the Laurentians.

An exhibitor from Malartic in the Quebec mining region visited Filmrow. He is Benoit Lehous of the Malartic Theatre . . . Maurice Fontaine of the poster department of United Amusement Corp. distributed cigars to his fellow workers following the arrival of a baby son named Yves . . . Jean Cavall, Canadian singing ace of a decade ago who made good in Paris, has returned to his home town, opened at the Continental.

Film producers have given consideration to production of a film dealing with the career of the late Brother Andre, miracle worker, who is commemorated in the building of the magnificent shrine here. According to Fitz, columnist of Montreal Gazette, the latest plan to produce such a picture has been turned down by the ecclesiastical authorities.

Her fellow Canadians rejoice to learn that Barbara Ann Scott, former Olympic and world figure skating champion, has been selected to succeed Sonja Henie as star of the Hollywood Ice Revue, at a salary reported to be in excess of $100,000 a year . . . About 75 students from Canadian universities are encamped at Lake Ouareau where they are continuing their studies by the aid of educational films.

Believed to be the first attempt by a newspaper to produce a colored film showing the processes of production of a daily journal, the Advertiser of Adelaide, South Australia, has distributed to schools in that state a documentary entitled "Your Morning Paper." The premiere showing was attended by the viceregal party and many leading citizens.

New Sillery Opened In Suburban Quebec

MONTREAL—Mayor Gerald Guay and the council of Sillery were present when the new Sillery Theatre in that Quebec city suburb opened its doors for the first time recently.

Situated on St. Michael street in the heart of Sillery, the new theatre seats 616 persons with air conditioning and staggered seating. The latest in cine-photographic and sound equipment will assure technical perfection. The building is entirely fireproof.

Ample space around the theatre offers easy parking to motorists.

Two double programs will be presented each week from a large choice of Hollywood films in both French and English.

Women will profit from the free distribution of "DuBarry" chinaware.

The Sillery Theatre is under the management of Harold Vance, assisted by J. Foisy, N. Pepin and H. Gervais.

Sackville Manager Sends Cards of Get Well Wishes

SACKVILLE, N. B.—Denis Murphy, manager of the Vogue Theatre here, has started sending get well cards to patients in the local hospital, giving in addition a free pass to the theatre.

The small card, imprinted with blue, expressed the hope that the recipient will recover quickly and be able to return to the shows at the Vogue. On the reverse side is the line: Good for one admission at the Vogue.

Headed: "To You in the Hospital!" the card reads:

"Just thinking about you and wanting to say here's hoping you're feeling better today . . . Here's hoping, as well, that before very long you'll be back to the movies again, all well and strong."

Murphy sees that the cards are distributed to all the hospital patients once a week and also to those who are sick or injured at their homes in the Sackville area and at Mount Allison university, located here.

Harold Isaacs Succeeds John Warr for GTS Co.

ST. JOHN, N. B.—Harold Isaacs has become branch manager of the local office for General Theatre Supply Co., which covers the maritimes. Announcement of the change in management was made by C. E. Yonson, secretary of GTSE, at the Toronto headquarters. Isaacs is a graduate of the University of London in electrical engineering and communications. He worked with radio and radar in War II and was on projection and sound maintenance in Germany, France, Holland and Belgium. Crossing to Canada, he went with Muzak, designing and installing the systems, and joined his present company in 1949.

Isaacs succeeds John Warr, who has gone to Montreal. Warr had been branch manager here since it was established last year.

Francis Bushman on Stage

TORONTO—Francis X. Bushman, screen veteran, made a personal appearance at the Famous Players Victoria here September 6 for the opening of "David and Bathsheba."

VANCOUVER

Ivan Ackery, manager of the Orpheum, had more than 1,000 orphans and crippled children as his guests at a morning show on opening day of "Alice in Wonderland." Two children were chosen as Alice and the Mad Hatter. They were given a day at the Pacific National exhibition as guests of Famous Players and the Vancouver Sun. They decorated the winner of the "Alice in Wonderland" handicap at the Pacific National racetrack. The publicity gave the Disney picture a big sendoff at the Orpheum. It is doing good business in spite of the fact that local critics panned the picture.

The clerk at Hotel Vancouver who turned Bing Crosby down when he went to check in at the hotel because he didn't recognize Crosby in his fishing outfit, got a trip to Hollywood to play a part in a Bob Hope picture as a hotel clerk turning Bing Crosby away from the hotel . . . J. Hill, supervisor of exchanges for 20th-Fox, was here from New York looking over the local branch . . . After 91 days without rain, Vancouver had its first downpour and theatremen are hoping the hot, dry spell is over. However, the forest closing is still in effect, with much unemployment in mills and lumber camps. It looks like a tough winter for the workers unless weather conditions improve soon.

The Famous Players drive-in at Nanaimo on Vancouver Island has added Fotonight . . . Two outdoor theatres in the Vancouver district are playing Sunday midnight shows, with business only fair . . . The circuits, Odeon and Famous Players, are trying to lease or sell some suburban theatres in Vancouver to independent exhibitors . . . The girl chosen as queen of the Festival of Britain, Judy Breen, was a recent visitor here on her world tour. She was greeted by Gerry Sutherland and Jack Reid of the JARO organization and entertained before leaving for Australia.

Sylvia Barlow, cashier at the Ridge, won the beauty contest as Miss English Bay and will compete in the British Columbia beauty contest at the PNE exhibition . . . Margarite Negrave resigned from the Orpheum staff and will join the Vancouver Sun.

The conciliation board to decide the dispute between Famous Players and Odeon circuit and the projectionist union will consist of J. Watt, chairman. Douglas Calladine of the Studio Theatre will represent the projectionists, and Rowe Holland, local lawyer, will represent the circuits. Booth workers want a 50-cent hourly increase and have turned down a cost of living bonus plan that would have meant a boost of about 17 cents an hour. Rates now range from $2 to $2.15 an hour. The board of three will decide on the points in dispute and will meet within the next ten days.

Three former professional hockey players are interested in the outdoor theatre being built near Red Deer, Alta. The drive-in, which is midway between Calgary and Edmonton, is expected to be open this month. It has a 400-car capacity . . . Vacationers were Ethel Fry and Orville Burrell, Plaza; Via Bedford, MGM; Paul MacEwen and Wally Woolridge, Strand; Harry Pearson and Bob Foster, Orpheum, and Anne Thompson, Park.

"Ace in the Hole," which has been playing to fair grosses, will open its second downtown run here at the Dominion under the new title of "The Big Carnival" . . . Bill Guss, MGM Calgary manager, spent his vacation at St. John, his hometown in the maritimes . . . The Hastings Theatre in Vancouver held the first showing of the Walcott-Charles fight pictures as part of a double bill, plus a stage show. Business was above average.

ASN Distributing Short On Ducks for Calvert

MONTREAL—A new 16mm film, in full Anscocolor, on Canadian migratory waterfowl, is now available for free screenings by sportsmen's groups and lovers of the great outdoors. Entitled "Meet the Ducks," it is now being distributed by the Benograph division of Associated Screen News for Calvert Distillers of Canada.

The primary purpose of the film is to show, in pictorial form, the results obtained by Ducks Unlimited in a decade of hard work in wildlife conservation. The fact is stressed that the survival of the many species of ducks is entirely dependent on an adequate breeding stock each year. Modern construction equipment, including bulldozers and draglines, are seen building the dams and digging the canals which store up water to create suitable marshlands. These soon attract the ducks, and through proper water control, safe breeding grounds result. Airplanes are used both for reconnaissance and survey work to see that the work of Ducks Unlimited is not undone either by nature or by man.

A good cross-section of the duck family is seen in beautiful winter and autumn plumage—mallards, gadwalls, shovellers, canvasbacks, redheads, scaups, and the any other waterfowl so dear to the hunter's heart.

Interested groups owning or having access to 16mm sound projectors can borrow a print of "Meet the Ducks" by contacting the Benograph Film Libraries in Montreal, Toronto, Winnipeg, Vancouver, and Chase 16mm Home Movie Service, St. John, N. B.

End of Hot Weather Aids Vancouver Grosses

VANCOUVER—With the near end of the summer holiday season and the end of the hot spell, Vancouver theatres had their best business in months. "Show Boat" left the Capitol after four weeks of big business. "Alice in Wonderland" did above average business at the Orpheum.

Capitol—**Show Boat** (MGM), 4th wk. ..... Good
Cinema—**Tarzan's Peril** (RKO); **Sealed Cargo** (RKO) ..... Good
Dominion—**I Was a Communist for the FBI** (WB); **They've Got Me Covered** (RKO), reissue ..... Fair
Hastings—**Yukon Manhunt** (Mono), plus stage show ..... Good
Paradise—**Salerno Beachhead** (SARO); **Fighting Sullivans** (SARO), reissues ..... Good
Plaza—**Naked City** (U-I); **Brute Force** (U-I) reissues ..... Fair
Strand—**Hard, Fast and Beautiful** (RKO); **Vendetta** (RKO) ..... Good
Studio—**The Seventh Veil** (JARO), reissue; split with **The Second Woman** (UA) ..... Average to good

Closed for Funeral

OTTAWA—All local theatres, with one exception, closed during matinee performances August 30 after a civic day of mourning was declared for the funeral of Mayor Grenville W. Doowin, who died of a heart attack.

Elmo Williams will edit the Stanley Kramer production, "High Noon," for United Artists.

WINNIPEG

Recent personnel changes at the film exchanges found Len Norrie, head booker with WB, taking a similar post with Empire-Universal; Doc Allan Selig, formerly with UA, now is head booker at WB; Lionel Slavin, WB poster clerk, is now WB assistant booker; Albert Lowe, former Columbia shipper, now is Empire-Universal assistant booker, and the new booker at Selznick-Alliance is Earl Fainflit.

Proof that good pictures can beat hot weather and the absence of vacationing Winnipeggers is borne out by the tremendous success of three smash hits currently showing here. "The Great Caruso" is now in its eighth week, "Show Boat" is enjoying tremendous popularity at the Met in its fourth week, and Walt Disney's "Alice in Wonderland" has the whole town out at the Capitol.

J. Emslie is temporary house manager at the State, Winnipeg, in the absence of B. H. Sommers, who is supervising the Winnipeg Treasure Chest in the McIntyre block . . . Meyer Nackimson, RKO manager, has returned from holidaying in California . . . Mort Calof, Vogue, St. Vital, and Bill Minuk, Corona, Weston, have returned from a short holiday south of the border.

A photostat of a wire sent by Walt Disney to the publisher of the Winnipeg Tribune was published in the newspaper. The message read: "F. S. Auger, vice-president and publisher of the Winnipeg Tribune . . . Would appreciate your inviting Winnipeg orphans to special showing 'Alice in Wonderland.' Capitol Theatre, Winnipeg, as your guests and mine. Regards . . . Walt Disney." Upon receipt of the wire, arrangements were made between Bill Novak of the Capitol and the orphanages for a special showing of the picture at the theatre at 10 a. m. Orphan children living in private homes also were invited. Tickets were made available to them at the want ad counter of the Tribune, and were applied for by foster parents.

Harry Hurwitz, supervisor for Odeon-Morton Theatres, reports the following managerial changes: Bill Popham, former Winnipegger, transferred from the Tivoli, Saskatoon, to the Beacon, Winnipeg; Bill Russell, from the Victory, Saskatoon, to the Tivoli; Art Stein, assistant manager of the Beacon, Winnipeg, to the Saskatoon Victory. Dave Saifeer, who had been manager of the Beacon, is manager of the Garrick, key run Odeon-Morton theatre in Winnipeg.

Joe Harris, who was booker-salesman for Empire Universal since returning from overseas in 1946, has left that post to join Jack Zaitzow's organization as manager of the Roxy and Princess in Melville, Sask.

A. D. Camp to Crawley

OTTAWA—F. R. Crawley, president of Crawley Films, Ltd., has appointed Alexander Donald Camp, specialist in editing educational films, to the position of editor in the educational unit. Camp, a film veteran of 15 years, has been with the British Lion Corp. and Technicolor, Ltd., in England and Crown Films and has served with the Indian army public relations film unit.

Sarah Churchill Makes Fast PA for Len Harris

BURLINGTON, ONT.—Len Harris had a big moment in his career as a theatre manager when he arranged a spur-of-the-moment personal appearance by Sarah Churchill with her latest picture, MGM's "Royal Wedding," at his Roxy Theatre here. Learning that the ex-prime minister's daughter was to be in Niagara Falls, Ont., to judge a Miss Canada pageant while she is appearing in this region in the play, "Gramercy Ghost," Manager Harris contacted her that afternoon and asked if she would make a brief stage appearance in the neighboring city here. The English star enthusiastically consented.

Harris contacted Miss Churchill at 4:00 p. m. Between then and her p.a. at 8:15, the local radio sound truck was sent to the theatre, a banner welcoming the star to the theatre was hung over the entrance at 5:00 p. m., and a local florist made up and donated a handsome floral tribute. An enthusiastic audience was on hand to greet her and the moviegoers in this 6,000-population town received a real thrill, since it was the first time a star had ever appeared with their own picture here.

Many Film Personalities Aid Air Force Convention

From Western Edition

HOLLYWOOD — Film personalities lent assistance when the Air Force Ass'n held its annual convention here, highlighted by a "Wing Ding" program staged Friday (24) at the Hollywood Bowl. Bob Hope and James Stewart—the latter served as chairman of the AFA's pageant committee—were masters of ceremonies and the entertainment program was produced and directed by Mervin LeRoy.

Participating entertainmentwise were Dean Martin and Jerry Lewis, Kathryn Grayson, Marge and Gower Champion, Dinah Shore, Hope and Stewart, while serving as hosts and hostesses were June Allyson, Anne Baxter, Jeanne Crain, Clark Gable, Ava Gardner, Cary Grant, June Haver, John Hodiak, William Holden, Howard Keel, George Murphy, Walter Pidgeon, Dick Powell, Tyrone Power, Rosalind Russell, Randolph Scott, Barbara Stanwyck, Forrest Tucker, Lana Turner, Clifton Webb, Richard Widmark, Shelley Winters, Esther Williams and Loretta Young.

Louis B. Mayer was chairman of the Hollywood Bowl program.

Film 'Zapata' in Valley; To Shoot Two in Mexico

From Western Edition

SAN ANTONIO—Scenes for 20th-Fox's "Viva Zapata" were filmed at Nuevo Laredo, Mexico, and Del Rio, Eagle Pass and Roma, Tex. The forthcoming release stars Marlon Brando, Jean Peters and others.

From Mexico comes news that Stanley Kramer, UA producer of Hollywood, was in Mexico recently to sign Senorita Katherine Jurado, who will portray a native role in Kramer's last UA picture to be titled "High Noon."

Actor, director and producer John Wayne most likely will do "The Alamo" in the Mexican republic. The eight-for-one value of the dollar and saving on taxes make production costs much cheaper than in the United States.

MARITIMES

Bert Girouard, manager of the Paramount and Capital, Amherst, N. S., has been screening pictures in the mornings and afternoons for children at the summer camps near Amherst. Girouard has been looking after his own projecting for the shows . . . The mayor of Halifax was one of the notables participating in the unveiling of Miss Cinderella at the Armview in Halifax recently. Singing and dancing numbers were provided by the princesses in the Cinderella pageant. The unveiling ceremony was held between pictures at the double-bill Armview.

"Inside the Walls of Folsom Prison" was barred to children under a stipulated age limit when it was shown for three days at the Paramount in Halifax . . . During the warm weather, Famous Players has been stressing air conditioning in its advertising for the Halifax Paramount. The ads and the cool air have proved patronage builders in recent weeks.

The first double bill to be shown at the Valley Drive-In near Fredericton, N. B., normally a single bill house, consisted of "The Dead Don't Dream" and "Who Killed 'Doc' Robbin?" Children under 13 are admitted to the drive-in free of charge.

Denis Murphy, manager of the Vogue at Sackville, N. B., had a special yellow cardboard cover placed around all the milk bottles delivered in Sackville for two days when "Top o' the Morning" was shown at the Vogue. Murphy also distributed paper napkins bearing ads for the film to all restaurants and lunchrooms in the town. The Vogue is a Walker-owned house. Murphy, who is assisted at the theatre by his wife, came to the Vogue from the Capitol at Halifax, where he had been head usher.

The George Scaplens of St. John recently celebrated their 55th wedding anniversary. Scaplen was employed by Fred G. Spencer, founder and head of the Spencer chain, for about 20 years . . . The lobby of the Vogue, Sackville, N. B., has been redecorated . . . Saturday is Hoedown night at the Gaiety, Halifax, with oldtime dancing given top attention between features.

Employes of the Empire, Halifax, held their second annual picnic at Prince's lodge. The affair was arranged by a committee of two, N. C. Petropolis, owner, and John S. Aliotis, manager . . . Winfield Newman, manager of the Maple Leaf, Campobello Island, N. B., knows all his regular customers by their first names. He has been a lifelong resident of the border island.

The New Brunswick branch of the IATSE has been negotiating with all except two St. John theatres for another cost of living bonus for union projectionists. The balance of the St. John houses are being asked for escalator clauses in the contracts in addition to hikes in wages. The union gave these matters special attention at its recent annual meeting at Moncton. E. A. Chase of St. John was installed as union president at that meeting, succeeding Aubrey Sprague of Fairville. Negotiations between the union and the film exhibitors have been in progress for about a month.

Top Film Lineup Greets Winnipeg on Holiday

WINNIPEG—For the Labor day weekend, key runs here trotted out some of Hollywood's best entertainment. To capture holidayers staying in town, the Odeon played "On Moonlight Bay," the Garrick showed "Francis Goes to the Races"; the Met ran "Rich, Young and Pretty"; "The Last Outpost" reopened the Lyceum; at the Capitol "That's My Boy" rolled them in the aisles, and for the action fans the Grand showed "Little Big Horn" and the Walcott-Charles world's heavyweight title bout. All neighborhood houses exhibited their finest product to entice the kiddies on their last day of freedom before going back to school. Exhibitors usually expect a drop in revenue the first two weeks of September as parents are busy buying school supplies.

Will Not Sell Savoy

HAMILTON, ONT.—A report that Odeon Theatres would give up the Savoy Theatre here has been denied officially. The report had said that the Savoy would be taken over by Russell Maynard, former exhibitor now with a Toronto brewery, but Odeon this week said there was no truth in the report.

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BOXOFFICE

BOXOFFICE BOOKING GUIDE

The EXHIBITOR HAS HIS SAY ABOUT PICTURES

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

711 Ocean Drive (Col)—Edmond O'Brien, Joanne Dru, Otto Kruger. Doubled with "Blondie Hits the Jackpot" to below average business. Perhaps we played it on the wrong days. Perhaps they all saw it somewhere else—we'll never know. Played Sun., Mon. Weather: Fair and warm.—Rene L. Garneau, Midway Drive-In, Ascutney, Vt. Small town, rural patrons. *

Valentino (Col)—Anthony Dexter, Eleanor Parker, Richard Carlson. Ugh! Why do they foist pictures like this on small towns? More better they had left Valentino rest in peace! Played Sun., Mon. Weather: Good.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town, rural patrons. ***

METRO-GOLDWYN-MAYER

Excuse My Dust (MGM)—Red Skelton, Sally Forrest, Macdonald Carey. MGM is certainly putting out the good ones of late. Red Skelton was just as funny as ever and as usual filled the house. Let's have more like this. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patrons. ***

Go for Broke! (MGM)—Van Johnson, Warner Anderson, Lane Nakano. An equal production to "Battleground," with the story well done. It has army life, romance, humor and action shots. Business was very good considering the weather and economic conditions. Play it, if you can buy it right. Played Sun., Mon. Weather: Humid and hot.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patrons. ***

Grounds for Marriage (MGM)—Van Johnson, Kathryn Grayson, Paula Raymond. This drew above average here the second night and was very good. It drew the gray-heads and pleased almost everyone. Personally, I thought it silly but it did business. Played Wed., Thurs. Weather: Hot.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. **

OKim (MGM)—Errol Flynn, Dean Stockwell, Paul Lukas. This has taught me a lesson. Business being what it is, in the future I am going to be very cautious in my buying. This might be a good picture for some communities, but not for me. One hardly caught a glimpse of Errol Flynn (just as well) and nobody could understand the dialog. We paid too much for it. Played Sun., Mon. Weather: Warm. — Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patrons. ***

Next Voice You Hear . . . , The (MGM)—James Whitmore, Nancy Davis, Gary Gray. Here's a picture we did a little more work on, and it was a funny thing—it didn't do as much as it should have. It is a wonderful picture but it came at the wrong time of the year, with farmers working day and night now out in the fields. Play this one, as it has a good story and should do above average business. Played Tues., Wed. Weather: Perfect. — Howard C. Bayer, Iowa Theatre, Schleswig, Iowa. Farm patrons. ***

Painted Hills, The (MGM)—Lassie, Paul Kelly, Gary Gray. A good entertaining action picture in color, which drew well and showed a profit. Play it. I used it Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. ***

Stars in My Crown (MGM)—Joel McCrea, Ellen Drew, Dean Stockwell. This is a mighty fine picture to show and see. Played Mon., Tues. Weather: Warm.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patrons. ***

MONOGRAM

Hot Rod (Mono)—James Lydon, Art Baker, Gil Stratton jr. An extra good program picture which drew in extra business. Played Thurs., Fri., Sat. Weather: Hot. — Terry Axley, New Theatre, England, Ark. Rural, small town patrons. ***

Massacre River (Mono) — Guy Madison, Rory Calhoun, Carole Mathews. This one did good business and is a darned good western that should take anywhere. It is interesting from the start and held the audience quiet for more than an hour—which is something these days. All exhibitors must agree that Madison and Calhoun did a very good job of acting in this one. Played Wed., Thurs. Weather: Fair.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. ***

PARAMOUNT

Branded (Para)—Alan Ladd, Mona Freeman, Charles Bickford. One of the best westerns I have ever had the privilege of playing and it did above average business. If you haven't played this, better book it. Played Thurs., Fri., Sat. Weather: Good.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town, rural patrons. ***

Lawless, The (Para)—Macdonald Carey, Gail Russell, John Sands. A few more clinkers like this and we will be out of business. Played Wed., Thurs.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. **

My Friend Irma Goes West (Para)—John Lund, Marie Wilson, Diana Lynn. I did not see this one as I was way up north fishing, but by the boxoffice take here it is very good and did better than the first Irma picture. Quite a few told me that Jerry Lewis stole the show, and that if he had not been in it, that it would have flopped. Played Sat., Sun. Weather: Cold.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. ***

Passage West (Para)—John Payne, Dennis O'Keefe, Arleen Whelan. A religious western with plenty of action and a good story. Business was average despite hot weather. It's too bad Arizona couldn't have some of that Kansas and Missouri rain. Played Sun., Mon. Weather: Hot.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patrons. ***

Tripoli (Para) — Maureen O'Hara, John Payne, Howard DaSilva. For some reason this Technicolor drama failed to draw and I just managed to break even on the engagement. It is not strong enough for Sunday. Played Tues., Wed., Thurs. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. ***

Union Station (Para) — William Holden, Nancy Olson, Barry Fitzgerald. This went over big—it was different. Played Fri., Sat. Sun.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town and rural patronage. ***

RKO RADIO

Outrage (RKO)—Mala Powers, Tod Andrews, Robert Clarke. A fairly good show but even with the extra advertising, it failed to click at the boxoffice. Played Tues., Wed. Weather: Hot.—Terry Axley, New Theatre, England, Ark. Rural, small town patrons. ***

Sealed Cargo (RKO)—Dana Andrews, Carla Balenda, Claude Rains. Mediocre at best, slow in getting going and dark all the way through. Business was poor for my place. The product from RKO is the hardest to put across to my patrons. The only one that did business was "The Thing." Played Sun., Mon. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. **

Tarzan and the Amazons (RKO)—Reissue. Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. This reissue pleased the Fri.-Sat. crowd and business was good. They like the old Tarzan better than the new one. Weath-

(Continued on next page)

Selective Deals Changed His Closing Plans

RALPH RASPA of the State Theatre at Rivesville, W. Va., who has been neglecting these columns recently, sends in a few comments:

"Business isn't good but better than it usually has been during the past few summers. This is due to the fact that most of my companies have been selling me selective deals, not forcing any pictures down my throat. They have also been a little more decent about film rentals. This means a lot to a little guy like me. Those two factors, selective deals and decent rental, are the basis for an Operation Survival for small town theatres like mine.

"Because of these last two factors, I only closed part of the time this summer. I had planned to close all summer. A little more consideration from several other companies can go a long way toward making this business a pleasure, and can give us the fighting spirit to fight other competitive entertainment."

Bouquets to Several Actors in Picture

GOODBYE, MY FANCY (WB)—**Joan Crawford, Robert Young, Frank Lovejoy. Don't let anyone tell you that Joan Crawford is through. She gets better with every picture, but Eve Arden almost stole the show. This guy Frank Lovejoy is going places. I had him four nights on two different shows and they really liked him. Played Tues., Wed. Weather: Good. — M. L. Dubose, Majestic Theatre, Cotulla, Tex. Small town patrons.** ***

The EXHIBITOR HAS HIS SAY

(Continued from preceding page)

er: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. • • •

REPUBLIC

Dakota Kid, The (Rep)—Michael Chapin, Ellene Janssen, James Bell. This is the first of a series of westerns where two children (Red and Judy) are the hero and heroine. I did not see it but the remarks were favorable and I think this is a novel idea. It drew well. Played Fri., Sat. Weather: Warm. —Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patrons. • • •

Fighting Kentuckian (Rep)—John Wayne, Vera Ralston, Philip Dorn. When I saw this the first time, I couldn't help thinking it smelled, but I had so many customers tell me how it was one of the best they'd seen, that I began to like it better as the run wore on. However, business was not in the sensational class—just average for this change. It's old and caution should be used in going back for it. Played Sun., Mon., Tues. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural patrons. • • •

Sands of Iwo Jima (Rep)—John Wayne, John Agar, Adele Mara. A fast moving film that in our opinion is better than "Battleground," and all this is due to the superb acting of veteran John Wayne. Not one bad comment. We played it very late and if you have not played it, then do so. You won't be sorry. Played Sat., Sun. Weather: Fair. —Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. • • •

20th CENTURY-FOX

As Young as You Feel (20th-Fox)—Monty Woolley, Thelma Ritter, David Wayne. We were stuck for a Sunday show and set this one in. The stars and the story are not strong enough to draw. It would make a nice weekend picture. Business was sadly off. Played Sun., Mon., Tues. Weather: Hot. —Walter Austin, Plains Theatre, Plainview, Neb. Small town, rural patrons. • •

For Heaven's Sake (20th-Fox) — Clifton Webb, Joan Bennett, Robert Cummings. Belvedere is beginning to lose his attraction by being overplayed. After seeing the other Belvedere portrayals Clifton Webb has done, "For Heaven's Sake" was a bit of a disappointment. The picture moved slowly at first, but after the plot got under way, it was entertaining. Played Sun., Mon. Weather: Warm and clear.—George Pace, Post Theatre, Igloo, S. D. Ordnance worker patrons. • • •

Lucky Nick Cain (20th-Fox)—George Raft, Charles Goldner, Colleen Gray. This was too slow and dark. However, it is okay for support. I played it under "Half Angel." Played Sun., Mon. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patrons. • •

Oh, You Beautiful Doll (20th-Fox)—June Haver, Mark Stevens, S. Z. Sakall. I used this oldie for a 4-H Club benefit and had most disappointing results. The kids didn't sell many tickets and competition of the Stampede at Grand Junction was too much for it. It just did normal midweek business with all the push we gave it. It seemed like everyone that saw it made a point of coming over to tell me what a grand picture it was, and they weren't just kidding. If you haven't used this and musicals hold up for you, this is enough for any change. Played Wed., Thurs. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. • • •

Two Flags West (20th-Fox)—Joseph Cotten, Linda Darnell, Jeff Chandler. Co-featured with "Square Dance Katy" (Mono), this gave us excellent weekend business. Played Fri., Sat. Weather: Fair and hot. — Rene L. Garneau, Midway Drive-In, Ascutney, Vt. Small town, rural patrons. •

UNITED ARTISTS

Golden Gloves Story, The (UA)—James Dunn, Dewey Martin, Gregg Sherwood. Our faces were very red after playing this one, as we played it up big and doubled billed it with a Monogram picture with Roddy McDowall called "The Big Timber." Everyone was wild over that one, as it is a lumber picture that really has a good story, with action and comedy. This is the first time it happened to us, but the second feature should have had the top billing here. Played Wed., Thurs. Weather: Good. — Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. • • •

High Lonesome (UA)—John Barrymore jr., Chill Wills, John Archer. A very good western in color, with a different story and very interesting. John Barrymore jr. shows definite promise as an actor, but Chill Wills is my patrons' favorite. I doubled with "It's a Small World" to average business. Played Fri., Sat. Weather: Good.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Small town patrons. • • •

Mrs. Mike (UA) — Dick Powell, Evelyn Keyes, J. M. Kerrigan. We have found serious pictures are our best grossers for the midweek change. This one did excellent business all three nights. "The Leathernecks Have Landed" (Rep), a reissue and our second feature, is too old to have much interest today, but the title has some drawing power. Played Tues., Wed., Thurs. Weather: Fair, warm.—Rene L. Garneau, Midway Drive-In, Ascutney, Vt. Small town, rural patrons. •

Kicked Around a Year; Did Well on Midweek

KID FROM CLEVELAND, THE (Rep)— George Brent, Lynn Bari, Rusty Tamblyn. After kicking this around for nearly a year, looking for a good spot for it, I finally put it in midweek with "Navy Bound" (Mono). The result was a midweek 125 per cent, and I made some money as well as winning some new patrons. The picture isn't sold as a big production, but it does feature the Cleveland Indians, and in a baseball town, that means something. This should be good to play before the season is over. Played Wed., Thurs. Weather: Rain and cool.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Small town patrons. • • •

Tulsa (UA)—Susan Hayward, Robert Preston, Pedro Armendariz. Here is a picture that you can be well satisfied with, greeting your customers when they leave the theatre. How they will enjoy telling you so after it is a real picture!—Harland Rankin, Rankin Enterprises, Chatham, Ont. Small town, rural patrons. • • •

UNIVERSAL-INTERNATIONAL

Adam and Evalyn (U-I)—Stewart Granger, Jean Simmons, Edwin Styles. This is not for small towns and we could not understand the dialog. This is becoming monotonous. It is almost like watching the old silent movies. From now on I am going to buy only pictures in which they speak clear, concise American. Played Fri., Sat. Weather: Hot.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patrons. • • •

Air Cadet (U-I)—Stephen McNally, Alex Nicol, Gail Russell. Here is a picture that is packed with action and comedy. General comments were, "Boy, I am sure glad I saw it," as it was really good—a small town natural. Business was good. Played Fri., Sat. Weather: Rain.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. • •

Curtain Call at Cactus Creek (U-I)—Donald O'Connor, Gale Storm, Walter Brennan. This is another sleeper that did above normal business and was thoroughly enjoyed here. Played Sat., Sun. Weather: Okay.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

An Exploitation Angle Suggested for 'Mr. 880'

REFERRING to a comment on "Mr. 880" by Virgil Anderson of C-B Theatre, Bucklin, Mo., Max M. Younkin of Huron, S. D., suggests a better exploitation angle:

"Virgil Anderson should have advertised the show as: 'Authentic—it actually happened.'"

Francis Goes to the Races (U-I)—Donald O'Connor, Piper Laurie, Cecil Kellaway. Top notch entertainment—each laugh overlays the other. Business was well over average. The two hottest days of the year slowed the take, plus the fact that two towns north and south of me played it for a week ahead of me, which doesn't leave too much for me. Played Sun., Mon. Weather: Hotter 'n hell. —Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. • •

Red Canyon (U-I)—Ann Blyth, Howard Duff, George Brent. This is a nice weekend picture. You will have no trouble satisfying your audience with a picture like this. Weather: Hot. — Harland Rankin, Rankin Enterprises, Chatham, Ont. Small town, rural patrons. • • •

WARNER BROS.

Colt .45 (WB)—Randolph Scott, Ruth Roman, Zachary Scott. The title is good and the boxoffice figures were okay; but the picture is a poor vehicle for Randy Scott. Played Tues., Wed. Weather: Okay.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town, rural patrons. • • •

Dallas (WB)—Gary Cooper, Ruth Roman, Steve Cochran. This drew better than it should. I think these superwesterns are being run into the ground. Gary Cooper is too wonderful an actor to be put in a ham role like this one. Oh, yes, Warners—did he marry Ruth Roman or adopt her for his granddaughter? Played Sun., Mon. Weather: Warm. — Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patrons. • • •

Flame and the Arrow, The (WB)—Burt Lancaster, Virginia Mayo, Robert Douglas. This is a good picture which drew favorable comment, even though it is old. I suppose the action suited my patrons. Played Sun., Mon. Weather: Dry and hot.—Terry Axley, New Theatre, England, Ark. Small town patrons. • • •

I Was a Communist for the FBI (WB)—Frank Lovejoy, Dorothy Hart, Philip Carey. Not for small towns—business was off. The picture itself is mighty fine. Everybody should see it. Played Sun., Mon. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. • •

West Point Story (WB)—James Cagney, Virginia Mayo, Doris Day. This is a nice picture and has a lot of entertainment. It is not nearly as good as "Yankee Doodle Dandy" but it's still a good show that played in the red at the boxoffice. The worst Sun., Mon., Tues. in years. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. • • •

MISCELLANEOUS

Goin' to Town (Astor) — Reissue. Norris Goff, Chet Lauck. Lum an' Abner are dead pigeons for me, even here in Arkansas. The first run years ago did okay, but no dice now. Played Thurs., Fri., Sat. Weather: Rainy to warm.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. • • •

An interpretive analysis of key and tradepress reviews. The plus and minus signs indicate degree of merit only; audience classification is not rated. Listings cover current reviews, brought up to date regularly. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. For listings by company, in the order of release, see Feature Chart.

REVIEW DIGEST

‡ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ‡ is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A												
1239	Abbott & Costello Meet the Invisible Man (82)		Comedy	U-I	3-17-51	+	+	+	+	+	+	+	7+
	Abilene Trail (64)		Western	Mono				±			−	±	2+3−
1271	According to Mrs. Hoyle (60)		Drama	Mono	6-23-51	±	±	±		±			4+4−
1258	Ace in the Hole (112)		Drama	Para	5-12-51	+	‡	+	‡	−	±	+	8+2−
1185	Across the Badlands (55)		Western	Col	9-16-50	±		±	+	−	±	±	5+5−
	Across the Wide Missouri (81)		Sup-West.	MGM									
	Adventures of Captain Fabian (100)		Drama	Rep									
1233	Air Cadet (94)		Com-Dr	U-I	2-24-51	+	±	±	+	+	+	+	7+2−
1224	Al Jennings of Oklahoma (79)		Drama	Col	1-20-51	‡	±	±	+	+	−	−	6+4−
1275	Alice in Wonderland (75)		Fantasy	RKO	7- 7-51	+	+	‡	‡	‡	‡	±	11+1−
1186	All About Eve (138)		Drama	20th-Fox	9-16-50	‡	‡	‡	‡	‡	‡	‡	14+
1256	Along the Great Divide (88)		West-Dr.	WB	5- 5-51	‡	±	±	‡	±	+	±	9+4−
1202	American Guerrilla in the Philippines (105)		Drama	20th-Fox	11-11-50	‡	‡	‡	‡	‡	+	+	12+
1293	American in Paris, An (115)		Mus.	MGM	9- 1-51	‡		‡	‡				6+
1293	Angels in the Outfield (98)		Drama	MGM	9- 1-51	+		‡	‡				5+
	Anne of the Indies (..)		Drama	20th-Fox									
1253	Apache Drums (75)		Western	U-I	4-28-51	±	±	+	+	+	+	+	7+2−
1251	Appointment With Danger (90)		Drama	Para	4-21-51	+	±	+	‡	+	+	+	8+1−
	Arizona Manhunt (60)		Western	Rep									
	As You Were (57)		Drama	LP									
1267	As Young as You Feel (77)		Com.	20th-Fox	6- 9-51	±	+	±	+	+	‡	±	8+3−
1213	At War With the Army (93)		Comedy	Para	12-16-50	+	+	+	‡	+	+	±	8+1−
	B												
1264	Badman's Gold (56)		Western	UA	5-26-51	±			−				1+2−
1209	Bandit Queen (70)		Western	LP	12- 9-50	+		±	+	+		±	5+2−
1223	Bedtime for Bonzo (83)		Comedy	U-I	1-20-51	+	+	+	+	‡	+	±	8+1−
1236	Belle Le Grand (90)		Drama	Rep	3- 3-51	+	±	±	+	+	±	±	7+4−
1255	Best of the Badmen (84)		Western	RKO	5- 5-51	+		±	‡	+	±	+	7+2−
1203	Between Midnight and Dawn (89)		Drama	Col	11- 8-50	+	±	+	+	±	±	+	7+3−
1277	Big Gusher (68)		Adv-Dr	Col	7-14-51	+	±	±	±	+	±		6+4−
	Big Timber (73)		Western	Mono			±	+		+		±	4+2−
1239	Bird of Paradise (100)		Drama	20th-Fox	3-17-51	+	±	‡	‡	‡	+	±	10+2−
1178	Black Rose, The (119)		Drama	20th-Fox	8-19-50	‡	+	+	+	‡	‡	‡	11+
	Blazing Bullets (51)		Western	Mono									
1201	Blazing Sun (70)		Western	Col	11-11-50	+		±	+	+	+	±	6+2−
1224	Blue Blood (72)		Drama	Mono	1-20-51	+	±	±		+	‡		6+2−
1159	Blue Lamp, The (84)		Drama	UA	6-24-50	+	±	+	±	±	+	+	7+3−
1198	Blues Busters (64)		Comedy	Mono	10-28-50	+	±	+	+	+	±	±	7+3−
	Bomba and the Hidden City (71)		Drama	Mono				±		+	−	±	3+3−
1279	Bonanza Town (56)		Western	Col	7-21-51	+			±	±	±		4+3−
1213	Border Outlaws (58)		Western	UA	12-16-50	+		±	−				2+2−
1190	Border Rangers (57)		Western	LP	9-30-50	+		±		+			3+1−
1181	Border Treasure (60)		Drama	RKO	9- 2-50	+		±	+	±	±		5+3−
1206	Born Yesterday (103)		Comedy	Col	11-25-50	‡	‡	‡	‡	‡	+	‡	13+
1234	Bowery Battalion (69)		Comedy	Mono	2-24-51	+	+	+		±	−	+	5+2−
1205	Branded (95)		Western	Para	11-25-50	+	+	+	+	+	+	±	7+1−
1257	Brave Bulls, The (108)		Drama	Col	5-12-51	‡	±	‡	‡	±	+	‡	11+2−
1184	Breaking Point, The (97)		Drama	WB	9- 9-50	+	±	±	‡	‡	+		8+2−
1199	Breakthrough (91)		Drama	WB	11- 4-50	±	+	+	‡	‡	‡	‡	11+1−
1281	Bright Victory (97)		Drama	U-I	7-28-51	‡	‡	+	‡	‡	‡	‡	13+
1219	Buckaroo Sheriff of Texas (60)		Western	Rep	12-30-50	±		±	±	±	−		4+5−
1255	Bullfighter and the Lady (87)		Drama	Rep	5- 5-51	+	+	‡	‡	‡	+	‡	11+
1178	Bunco Squad (67)		Drama	RKO	8-19-50	±	±	±	+	+	+		6+3−
	C												
1215	California Passage (90)		Western	Rep	12-23-50	+	±	+	±	+	+	±	7+3−
1217	Call of the Klondike (67)		Drama	Mono	12-23-50	+	±	±		+		±	5+3−
1225	Call Me Mister (95)		Musical	20th-Fox	1-27-51	+	±	‡	+	‡	+		8+1−
	Canyon Raiders (54)		Western	Mono								±	1+1−
1270	Capt. Horatio Hornblower (117)		Act-Dr.	WB	6-16-51	‡	+	‡	‡	‡	‡		11+
1280	Casa Manana (73)		Musical	Mono	7-21-51	−	−	±		−	±		2+5−
1189	Cassino to Korea (58)		Docum.	Para	9-30-50	+	±	±	‡	+	+	+	8+2−
1280	Cattle Drive (77)		Western	U-I	7-21-51	+	+	+	+	+	‡	+	8+
1251	Cavalry Scout (78)		Western	Mono	4-21-51	+	±	+		+	+	±	6+2−
1225	Cause for Alarm (73)		Drama	MGM	1-27-51	+	+	±	‡	−	+	±	7+3−
1195	Chain Gang (70)		Drama	Col	10-21-50	±	−	±	−	+	±	±	5+6−
1291	Chain of Circumstance (68)		Drama	Col	8-25-51	±	±	±	±	±	±		6+6−
	Cherokee Uprising (57)		Western	Mono				±				±	2+2−
1267	China Corsair (67)		Act-Dr	Col	6- 9-51	±	±	±	±	±	±	±	7+7−
1248	Circle of Danger (85)		Drama	UA	4- 7-51	±	±	±	‡	−	±	+	7+5−
	Come Fill the Cup (..)		Drama	WB									
	Cloudburst (..)		Drama	UA									
	Colorado Ambush (52)		Western	Mono				±		+		±	3+2−
1271	Comin' Round the Mountain (77)		Comedy	U-I	6-23-51	+	±	±	‡	±	±	±	8+5−
1220	Company She Keeps, The (83)		Drama	RKO	12-30-50	+	±	+	±	−	+	±	6+4−
1167	Convicted (91)		Drama	Col	7-22-50	+	±	±	±	+	+	±	7+4−
1172	Copper Canyon (84)		Western	Para	7-29-50	+	±	+	+	+	+	+	7+1−
	Corky of Gasoline Alley (80)		Comedy	Col							±		1+1−
1218	Counterspy Meets Scotland Yard (67)		Drama	Col	12-23-50	+	±	±	±	−	+	±	6+5−
1291	Criminal Lawyer (74)		Drama	Col	8-25-51	+	±	±	+	±		±	6+4−
1286	Crosswinds (93)		Drama	Para	8-11-51	‡	±		‡		‡		7+1−
1230	Cry Danger (79)		Drama	RKO	2-10-51	‡	+	‡	‡	+	+	+	10+
1247	Cuban Fireball (78)		Com-Mus.	Rep	4- 7-51	+	−	±	+	−	+		4+3−
1294	Cyclone Fury (54)		Western	Col	9- 1-51	±		±	±	−			3+4−
1204	Cyrano de Bergerac (113)		Drama	UA	11-18-50	‡	‡	‡	‡	‡	‡	‡	14+
	D												
1276	Dakota Kid, The (60)		Western	Rep	7- 7-51	±	±	±	±		±		5+5−
1206	Dallas (94)		Sup-West.	WB	11-25-50	+	±	+	‡	‡	+	+	9+1−
1285	Danger Zone (60)		Drama	LP	8-11-51	+		±		±		±	4+3−
1176	Dark City (97)		Drama	Para	8-12-50	+	±	‡	‡	‡	+	+	10+1−
1288	Darling, How Could You! (96)		Comedy	Para	8-18-51	±	−			±	+		3+3−
1292	David and Bathsheba (123)		Drama	20th-Fox	8-25-51	‡	‡	‡	‡	‡	‡	‡	14+
1253	Dear Brat (82)		Comedy	Para	4-28-51	+	±	±	±	±	±	±	7+6−
1197	Deported (88)		Drama	U-I	10-28-50	+	±	+	±	−	+	+	6+3−
	Desert Fox, The (..)		Drama	20th-Fox							‡		2+
1144	Devil's Doorway (84)		Drama	MGM	5-13-50	±	±	±	+	−	+	+	6+4−
1229	Dial 1119 (75)		Drama	MGM	2-10-51	+	±	+	+	‡	+	±	8+2−
	Disc Jockey (80)		Musical	Mono									
1207	Double Crossbones (76)		Com-Mus.	U-I	12- 2-50	+	−	±	±	+	+	+	6+3−
1220	Double Deal (65)		Drama	RKO	12-30-50	±	±	±	+	+	±		6+4−
	E												
1174	Edge of Doom (99)		Drama	RKO	8- 5-50	+	±	+	‡	‡	‡	+	10+1−
	Elephant Stampede (..)		Drama	Mono									
1201	Emergency Wedding (78)		Comedy	Col	11-11-50	+	±	±	+	+	±	±	7+4−
1226	Enforcer, The (88)		Drama	WB	1-27-51	+	+	‡	‡	+	±	+	9+1−
1262	Excuse My Dust (82)		Mus-Com	MGM	5-26-51	+	+	‡	+	‡	‡	+	10+
1207	Experiment Alcatraz (58)		Drama	RKO	12- 2-50	±	−	±	±	−	±		4+6−
1172	Eye Witness (104)		Drama	UA	7-29-50	+	±		+	±	+	+	6+2−
	F												
1258	Fabiola (96)		Drama	UA	5-12-51	‡	±		‡	−	−	+	6+3−
1188	Farewell to Yesterday (90)		Docum.	20th-Fox	9-23-50	+	+	+	+		‡		6+
1233	Father's Little Dividend (82)		Comedy	MGM	2-24-51	‡	‡	‡	‡	‡	‡	‡	14+
	Father's Wild Game (61)		Comedy	Mono				±		+			2+1−
1271	Father Takes the Air (61)		Comedy	Mono	6-23-51	±	−	±		±	±		4+5−
1247	Fat Man, The (77)		Mys-Dr	U-I	4- 7-51	±	±	+	±	±	+	±	7+5−
	FBI Girl (..)		Drama	LP									
1255	Fighting Coast Guard (86)		Drama	Rep	5- 5-51	+	+	±	+	‡	±	±	8+3−
1241	Fingerprints Don't Lie (55)		Drama	LP	3-17-51	+	±	±		−	±		4+4−
1180	Fireball, The (83)		Drama	20th-Fox	8-26-50	+	±	±	‡	+	+	±	8+3−
1253	First Legion, The (86)		Drama	UA	4-28-51	+	±	+	‡		+	+	7+1−
1256	Five (93)		Drama	Col	5- 5-51	+	+	+	‡	+	+	+	8+
1237	Flame of Stamboul (68)		Drama	Col	3-10-51	+	±	±	±	+	±	±	7+5−
	Flight to Mars (..)		Drama	Mono									
1281	Flying Leathernecks (102)		Drama	RKO	7-28-51	+	±	+	‡	+	+		7+1−
1219	Flying Missile, The (92)		Drama	Col	12-30-50	+	±	+	+	+	+	±	7+2−
1244	Follow the Sun (77)		Drama	20th-Fox	3-24-51	+	‡	+	‡	‡	‡	+	11+
1245	Footlight Varieties (61)		Musical	RKO	3-31-51	±	±	+	+	+	±		6+3−
1292	Force of Arms (100)		Drama	WB	8-25-51	±	±	‡	+	+	‡	+	9+2−
1209	For Heaven's Sake (92)		Comedy	20th-Fox	12- 9-50	‡	+	+	‡	‡	+	+	10+
	Fort Dodge Stampede (60)		Western	Rep									
1242	Fort Savage Raiders (54)		Western	Col	3-17-51	±		±		+	±		4+3−
1260	Fort Worth (80)		Super-West.	WB	5-19-51	+	±	+	±	+	±	±	7+4−
1267	Four in a Jeep (97)		Drama	UA	6- 9-51	‡	+		‡	±	+	‡	9+1−
1238	14 Hours (91)		Drama	20th-Fox	3-10-51	‡	‡	‡	‡	‡	+	‡	13+
1261	Francis Goes to the Races (88)		Com.	U-I	5-26-51	+	‡	‡	‡	‡	+	‡	12+
1212	Frenchie (80)		West-Dr	U-I	12- 9-50	±	±	‡	+	+	±	+	8+3−
1187	Frisco Tornado (60)		Western	Rep	9-23-50	+		+	+	+	+	±	6+2−
1270	Frogmen, The (96)		Drama	20th-Fox	6-16-51	‡	‡	‡	‡	‡	‡	‡	14+
1279	Fugitive Lady (78)		Drama	Rep	7-21-51	−	−		±	+		±	3+4−
1187	Fuller Brush Girl, The (85)		Comedy	Col	9-23-50	+	+	+	+	‡	+	±	8+3−
1235	Fury of the Congo (69)		Act-Dr	Col	5- 3-51	+	±	±	±	±	−	±	6+6−
	G												
1220	Gambling House (80)		Drama	RKO	12-30-50	±	±	±	±	+	±	±	7+6−
1227	Gasoline Alley (77)		Comedy	Col	2- 3-51	±	±	+	+	+	+	+	7+2−
1224	Gene Autry and the Mounties (70)		Western	Col	1-20-51	+		±	+	+	+		5+1−
1257	Ghost Chasers (69)		Comedy	Mono	5-12-51	+		±		±	±	±	5+4−
1287	G.I. Jane (62)		Comedy	LP	8-18-51	+	±	±		−			3+3−
1188	Glass Menagerie, The (107)		Drama	WB	9-23-50	+	+	‡	‡	‡	‡	‡	12+
1246	Go for Broke! (92)		War-Dr	MGM	3-31-51	+	‡	‡	‡	‡	‡	+	12+
1248	Golden Salamander, The (96)		Drama	UA	4- 7-51	±	±		±	+	+	+	6+3−
	Golden Horde, The (..)		Drama	U-I									
	Gold Raiders (..)		Drama	UA									
1249	Goodbye, My Fancy (107)		Comedy	WB	4-14-51	±	±	+	‡	+	+	+	8+2−
1252	Great Caruso, The (110)		Drama	MGM	4-23-51	‡	‡	‡	‡	‡	‡	‡	14+
1191	Great Manhunt, The (97)		Drama	Col	10- 7-50	‡	+		+	+	+	‡	8+
	(Reviewed as State Secret)												
1210	Great Missouri Raid, The (85)		West-Dr.	Para	12- 9-50	‡	+	+	+	+	±	+	8+1−
1230	Groom Wore Spurs, The (81)		Comedy	U-I	2-10-51	‡	±	±	±	±	−	±	7+6−
1214	Grounds for Marriage (90)		Comedy	MGM	12-16-50	+	+	+	‡	+	+	+	8+
1261	Guy Who Came Back, The (91)		Dr.	20-Fox	5-26-51	+	±	±	‡	+	+	±	8+4−
1251	Gypsy Fury (63)		Drama	Mono	4-21-51	+	±			−	−	±	3+4−
	H												
1249	Half Angel (77)		Drama	20th-Fox	4-14-51	+	±	±	+	+	±		6+3−
1215	Halls of Montezuma (113)		War-Dr.	20th-Fox	12-23-50	+	‡	‡	‡	‡	‡	‡	13+
960	Hamlet (142)		Drama	U-I	7-10-48	‡	‡	‡	‡	‡	‡	‡	14+
1269	Happy Go Lovely (88)		Musical	RKO	6-16-51	+	+	‡	+	+	±	±	9+2−
1265	Hard, Fast and Beautiful (76)		Drama	RKO	6- 2-51	+	±	‡	‡	‡	+	±	10+2−

REVIEW DIGEST

‡ Very Good; + Good; ± Fair; — Poor; ∓ Very Poor. In the summary ‡ is rated 2 pluses, ∓ as 2 minuses.

P. G.	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1197	Harriet Craig (94)	Drama		Col	10-28-50	‡	±	+	‡	‡	‡	+	11+1—
1198	Harvey (104)	Comedy		U-I	10-28-50	‡	+	‡	‡	‡	+	‡	12+
	Havana Rose (..)	Drama		Rep									
1248	Heart of the Rockies (67)	Western		Rep	4- 7-51	+		±	+	+	+		5+1—
1267	He Ran All the Way (77)	Drama		UA	6- 9-51	+	+	‡	‡	+	+	‡	10+
1276	Here Comes the Groom (114)	Rom-Com		Para	7- 7-51	‡		‡	‡		‡		8+
1256	Her First Romance (73)	Comedy		Col	5- 5-51	+	±	±	±	±	±		6+5—
1195	He's a Cockeyed Wonder (77)	Comedy		Col	10-21-50	+	±	±	±	+	±	±	7+5—
1177	High Lonesome (80)	Western		UA	8-19-50	+	±	+	+	±	+	+	7+5—
	Highly Dangerous (..)	Drama		LP									
1208	Highway 301 (83)	Drama		WB	12- 2-50	±	±	+	+	+	+	+	7+3—
1292	Highwayman, The (82)	Drama		Mono	8-25-51	+	+	±	‡	+			6+1—
	Hills of Utah (70)	Western		Col							±		1+1—
1280	His Kind of Woman (120)	Drama		RKO	7-21-51	+	±	+	‡	‡	±		8+2—
1198	Hit Parade of 1951 (85)	Musical		Rep	10-28-50	+	±	±	±	±	±		6+5—
1193	Holiday Rhythm (59)	Comedy		LP	10-14-50	+	±	±	+	+			5+2—
1259	Hollywood Story (77)	Mys-Dr		U-I	5-19-51	+	±	+	+	+	±	+	7+2—
1259	Home Town Story (61)	Drama		MGM	5-19-51	±	—	±	—	±	+		4+5—
1270	Hoodlum, The (61)	Drama		UA	6-16-51	+	—	±	±	+	+	±	6+4—
1198	Hot Rod (61)	Drama		Mono	10-28-50	+	±	±	+	+	+	±	7+3—
	Hotel Sahara (96)	Comedy		UA							+		1+
1239	House on Telegraph Hill (93)	Drama.		20th-Fox	3-17-51	+	±	±	±	+	±	+	7+4—
1216	Hunt the Man Down (68)	Drama		RKO	12-23-50	±		+	±	+	+		5+2—
1277	Hurricane Island (71)	Drama		Col	7-14-51	±	—	—	+	—	±		3+5—
	I												
1244	I Can Get It for You Wholesale												
	(91)	Drama		20th-Fox	3-24-51	+	‡	+	‡	‡	+	+	10+
1246	I Was an American Spy (85)	Drama		Mono	3-31-51	±	+	±		±	±	+	6+4—
1252	I Was a Communist for the FBI												
	(84)	Drama		WB	4-21-51	+	+	‡	‡	‡	+	‡	11+
1223	I'd Climb the Highest Mountain												
	(88)	Drama		20th-Fox	1-20-51	+	+	‡	‡	‡	‡	+	11+
1167	If This Be Sin (72)	Drama		UA	7-22-50	±	±	±	±	+	±	±	7+6—
1189	I'll Get By (83)	Musical		20th-Fox	9-30-50	‡	+	±	+	±	+		8+3—
1261	In Old Amarillo (67)	Western		Rep	5-26-51	+		±	+	±	±	±	6+4—
1208	Indian Territory (70)	Western		Col	12- 2-50	+		+	+	+	+	±	6+1—
1237	Inside Straight (87)	Drama		MGM	3-10-51	±	±	±	+	+	±	+	7+4—
1260	Inside the Walls of Folsom Prison												
	(87)	Drama		WB	5-19-51	±	±	+	+	+	±	±	7+4—
1246	Insurance Investigator (60)	Drama		Rep	3-31-51	+	±	±	±	+		±	6+4—
1276	Iron Man (82)	Drama		U-I	7- 7-51	‡	+	±	+	+	+	+	8+1—
	J												
1192	Jackpot, The (85)	Comedy		20th-Fox	10- 7-50	+	‡	+	+	‡	+	‡	10+
1269	Jim Thorpe—All American (107)	Drama.		WB	6-16-51	‡	‡	‡	‡	‡	‡	+	13+
982	Joan of Arc (165)	Drama		RKO	10-30-48	‡	‡	‡	‡	‡	‡	‡	14+
	Joe Palooka in the Squared Circle												
	(63)	Comedy		Mono				±	±		+	±	4+3—
	Joe Palooka in Triple Cross (..)	Drama.		Mono									
1294	Journey Into Light (88)	Drama		20th-Fox	9- 1-51	—		±	‡				3+2—
1258	Jungle Headhunters (65)	Travel		RKO	5-12-51	+	±	+	‡	+	+		7+1—
	Jungle Jim in the Forbidden Land (..)	D.		Col									
	K												
	Kangaroo Kid, The (73)	Western		UA					+		+	±	3+1—
1203	Kansas Raiders (80)	Western		U-I	11-18-50	±	±	±	+	‡	±	±	8+5—
1250	Katie Did It (81)	Comedy		U-I	4-14-51	±	±	±	+	+	±		6+4—
	Kentucky Jubilee (75)	Comedy		LP			—			+			1+1—
	Kefauver Crime Investigation												
	(52)	News		20th-Fox			+						1+
	Kid From Amarillo, The (..)	Western		Col									
1172	Killer That Stalked New York (79)	Drama.		Col	7-29-50	±	—	±	±	+	±	+	6+5—
	(Reviewed as Frightened City)												
1210	Kim (113)	Drama		MGM	12- 9-50	‡	‡	+	‡	+	‡	‡	12+
1272	Kind Lady (78)	Drama		MGM	6-23-51	+	+	‡	‡	+	+	+	9+
1190	King Solomon's Mines (105)	Drama		MGM	9-30-50	‡	+	‡	‡	‡	‡	‡	13+
1168	Kiss Tomorrow Goodbye (103)	Drama		WB	7-22-50	+		+	+	+	—	±	5+2—
1247	Kon-Tiki (68)	Adv-Dr		RKO	4- 7-51	±	±	‡	‡	+	‡	‡	11+2—
1222	Korea Patrol (57)	Drama		UA	1-13-51	—	—	±	—	—			1+5—
	L												
1285	Lady and the Bandit, The (79)	Drama.		Col	8-11-51	+	±	±	+	+	±		6+3—
	Lady From Texas (..)	Drama		U-I									
1194	Last of the Buccaneers (79)	Drama		Col	10-14-50	+	±	+	±	+	±	+	7+3—
1250	Last Outpost, The (87)	Outd'r-Drama.		Para	4-14-51	+	±	±	‡	±	+	+	8+3—
1278	Law and the Lady (104)	Comedy		MGM	7-14-51	±	+	±	+	—	+	±	6+4—
1220	Law of the Badlands (60)	Western		RKO	12-30-50	+		+	±	+	±		5+2—
	Leave It to the Marines (..)	Comedy		LP									
1240	Lemon Drop Kid, The (91)	Comedy		Para	3-17-51	‡	+	±	‡	‡	±	+	10+2—
1177	Let's Dance (112)	Mus-Com		Para	8-19-50	‡	±	+	‡	+	+	+	9+1—
1286	Let's Go Navy (68)	Comedy		Mono	8-11-51	+	+	+		+	±	±	6+2—
1176	Life of Her Own, A (108)	Drama		MGM	8-12-50	‡	+	+	+	+	+	±	8+1—
1214	Lightning Guns (55)	Western		Col	12-16-50	+		±	±	—	±		4+4—
1230	Lightning Strikes Twice (91)	Drama		WB	2-10-51	±	±	+	+	+	+	±	7+3—
1290	Lilli Marlene (85)	Drama		RKO	8-18-51	±	∓	±	—	—			2+6—
1254	Lion Hunters, The (73)	Drama		Mono	4-28-51	+	±	±		±		∓	4+5—
1265	Little Big Horn (82)	Western		LP	6- 2-51	+	±	+	+	‡		±	7+2—
1283	Little Egypt (82)	Comedy		U-I	8- 4-51	+	+	±	±	+	±		6+2—
1236	Long Dark Hall, The (87)	Drama		UA	3-10-51	±	±		±	+	+	+	6+3—
1181	Lonely Heart Bandits (60)	Western		Rep	9- 2-50	±	±	±	±	+		±	6+5—
1267	Lorna Doone (84)	Rom-Com		Col	5-26-51	+	±	±	+	‡	+		7+2—
1281	Lost Continent, The (84)	Adv-Dr		LP	7-28-51	+	±	±		+			4+2—
1231	Lucky Nick Cain (87)	Drama		20th-Fox	2-17-51	+	±	+	+	+	+	±	7+2—
1240	Lullaby of Broadway (91)	Musical		WB	3-17-51	+	±	‡	+	+	+	+	8+1—
	M												
1235	"M" (88)	Drama		Col	3- 4-51	+	±	+	+	+	+	±	7+2—
1243	Ma and Pa Kettle Back on the Farm												
	(60)	Comedy		U-I	3-24-51	+	+	+	‡	+	±	±	8+2—
977	Macbeth (85)	Drama		Rep	10-16-48	±	±	±	+	—	‡	±	7+5—
1241	Mad Wednesday (77)	Comedy		RKO	3-17-51	+					+	±	3+1—
1183	Madeleine (100)	Drama		U-I	9- 9-50	±	±		±	+	+	+	6+3—
1196	Madness of the Heart (74)	Drama		U-I	10-21-50	+	±	±	+	—	±	±	6+5—
	Magic Carpet, The (..)	Comedy		Col									
1291	Magic Face, The (89)	Drama		Col	8-25-51	‡	±	±	+	+	±		7+3—
1205	Magnificent Yankee, The (88)	Drama.		MGM	11-28-50	‡	‡	‡	‡	‡	‡	‡	14+
1243	Man From Planet X (72)	Fantasy		UA	3-24-51	±	+	+	±	+		—	5+3—
	Man From Sonora (54)	Western		Mono						+			1+
1215	Man Who Cheated Himself (81)	Dr.		20th-Fox	12-23-50	‡	+	±	‡	+	+	+	9+1—
	Man With a Cloak (..)	Drama		MGM									
1266	Man With My Face, The (75)	Mys-Dr.		UA	6- 2-51	+	±	±	+		+	+	6+2—
1283	Mark of the Renegade (81)	Drama		U-I	8- 4-51	+	±	±	+	+	±		6+3—
1273	Mask of the Avenger (83)	Drama		Col	6-30-51	+	±	+	+	+	+	+	7+1—
	Mask of the Dragon (55)	Drama		LP			—	±		+		±	3+3—
1226	Mating Season, The (101)	Comedy		Para	1-27-50	‡	‡	‡	‡	‡	+	‡	13+
1285	Meet Me After the Show (86)	Mus.		20th-Fox	8-11-51	‡	‡	‡	‡	‡	+	+	12+
1193	Milkman, The (87)	Comedy		U-I	10-14-50	+	+	+	+	+	+	+	7+
1283	Millionaire for Christy, A (90)	Com.		20th-Fox	8- 4-51	+	+	+	+	+	+		6+
1268	Million Dollar Pursuit (60)	Drama		Rep	6- 9-51	±	±	±	±	±	±		6+6—
1192	Miniver Story, The (104)	Drama		MGM	10- 7-50	‡	±	+	+	‡	+	±	9+2—
1235	Missing Women (60)	Drama		Rep	4- 3-51	±	±	±	+	±		±	6+5—
1210	Missourians, The (60)	Western		Rep	12- 9-50	+		±	+	+	±	±	6+3—
1287	Mister Drake's Duck (81)	Comedy		UA	8-18-51	±	±		+	+	+		5+2—
1179	Mister 880 (90)	Comedy		20th-Fox	8-26-50	‡	‡	‡	‡	‡	‡	+	13+
1240	Mister Universe (79)	Comedy		UA	3-17-51	+	+	+	+	+	±	+	7+1—
	Mob, The (..)	Drama		Col							±		1+1—
1130	Modern Marriage, A (66)	Doc-Dr		Mono	4- 8-50	+	+	±	+	+	‡	±	8+2—
1208	Molly (83)	Comedy		Para	12- 2-50	‡	+	‡	‡	±	‡	+	11+1—
	(Reviewed as The Goldbergs)												
	Montana Desperadoes (51)	Western		Mono									
1282	Mr. Belvedere Rings the Bell												
	(88)	Comedy		20th-Fox	7-28-51	+	‡	‡	‡	‡	+	‡	12+
1262	Mr. Imperium (87)	Mus-Dr		MGM	5-26-51	±	±	±	±	±	±		6+6—
1182	Mr. Music (113)	Mus-Com		Para	9- 2-50	+	+	‡	+	‡	+	‡	10+
	Mr. Peek-A-Boo (74)	Comedy		UA									
1202	Mrs. O'Malley and Mr. Malone (69)	Com.		MGM	11-11-50	+	+	+	‡	‡	±	±	9+2—
1207	Mudlark, The (99)	Hist-Dr		20th-Fox	12- 2-50	+	+	+	+	‡	‡	‡	10+
1179	My Blue Heaven (96)	Musical		20th-Fox	8-26-50	+	‡	+	‡	+	+	+	9+
1245	My Forbidden Past (70)	Drama		RKO	3-31-51	+	—	±	+	+	±	+	6+3—
1231	My Outlaw Brother (80)	Drama		UA	2-17-51	—	—	±	—	—		±	2+6—
	(Reviewed as My Brother, the Outlaw)												
1245	My True Story (67)	Drama		Col	3-31-51	±	±	±	+	+	±		6+4—
1212	Mystery Submarine (78)	Drama		U-I	12- 9-50	±	±	±	±	+	‡	±	8+5—
	N												
1264	Naughty Arlette (86)	Comedy		UA	5-26-51	±	+		±	±	—		4+4—
1236	Navy Bound (60)	Comedy		Mono	3- 3-51	±	+	±		+	+	±	6+3—
	Nevada Badmen (58)	Western		Mono							+		1+
1200	Never a Dull Moment (89)	Comedy		RKO	11- 4-50	‡	+	±	‡	+	+	±	9+2—
1277	Never Trust a Gambler (79)	Drama		Col	7-14-51	±	±	±	±	—	±	±	6+7—
1257	New Mexico (84)	Drama		UA	5-12-51	±	±	±	+	‡	‡	±	9+4—
1154	Next Voice You Hear . . ., The (83)	Dr.		MGM	6-10-50	‡	+	‡	‡	‡	‡	+	12+
1262	Night Into Morning (86)	Drama		MGM	5-26-51	‡	±	+	‡	+	±	+	10+1—
1242	Night Riders of Montana (60)	Western.		Rep	3-17-51	+		±	+	+		±	5+2—
1282	No Highway in the Sky (98)	Drama.		20th-Fox	7-28-51	+	‡	‡	+	+	‡		9+
1268	No Questions Asked (81)	Drama		MGM	6- 9-51	+	+	±	+	+	±	±	7+3—
1173	No Way Out (106)	Drama		20th-Fox	8- 5-50	+	‡	±	‡	‡	‡	+	11+1—
1206	North of the Great Divide (67)	Western.		Rep	11-25-50	+		±	+	±	+	±	6+3—
	O												
	Obsessed (77)	Drama		UA				±			±		2+2—
1221	Odette (100)	Drama		UA	1-13-51	‡	+		‡	‡	+	‡	10+
1211	Of Men and Music (85)	Music		20th-Fox	12- 9-50	+		‡	‡	‡	‡	‡	10+
1242	Oh! Susanna (90)	Outd'r-Dr		Rep	3-17-51	+	±	±	‡	+	±	±	8+4—
	Oklahoma Justice (56)	Western		Mono									
1254	Oliver Twist (105)	Drama		UA	4-28-51	+	‡		‡	+	+	‡	9+
1275	On Moonlight Bay (95)	Musical		WB	7- 7-51	‡	‡	‡	+	‡	‡	+	12+
1286	On the Loose (68)	Drama		RKO	8-11-51	+	—	±	+	+	+		5+2—
1204	One Minute to Twelve (75)	Drama		UA	11-18-50	±			+				2+1—
1237	Only the Valiant (105)	Hist-West		WB	3-10-51	‡	±	‡	‡	‡	+	+	11+1—
1254	On the Riviera (89)	Mus-Com		20th-Fox	4-28-51	+	‡	‡	+	‡	+	+	11+
1223	Operation Disaster (101)	Drama		U-I	1-20-51	+	+		±	±	+	‡	7+2—
1221	Operation Pacific (111)	Drama		WB	1-13-51	+	±	+	‡	+	+	+	8+1—
1218	Operation X (79)	Drama		Col	12-23-50	—	—			=	—	±	1+6—
	Outlaw Gold (51)	Western		Mono				±		±		±	3+3—
	Outlaws of Texas (56)	Western		Mono				±		+		±	3+2—
1161	Outrage (75)	Drama		RKO	9- 2-50	+	±	+	+	—	±	±	6+4—
	P												
1216	Pagan Love Song (77)	Musical		MGM	12-23-50	‡	±	±	+	+	+	+	8+2—
1243	Painted Hills, The (68)	Drama		MGM	3-24-51	±	±	+	+	—	±		5+4—
1293	Pardon My French (81)	Comedy		UA	9- 1-51	—	—	±	±	+	‡		4+5—
1261	Passage West (80)	Western		Para	4-26-51	+	+	+	+	‡	±		7+1—
1160	Panic in the Streets (96)	Drama		20th-Fox	6-24-50	+	‡	+	‡	‡	‡	‡	12+
1263	Paper Gallows (69)	Drama		UA	5-26-51	±	—		—		±		2+4—
1234	Payment on Demand (90)	Drama		RKO	2-24-51	‡	‡	‡	‡	‡	‡	‡	14+
1274	Peking Express (85)	Drama		Para	6-30-51	±	±	+	‡	+	±	±	8+4—
1291	People Against O'Hara (103)	Drama		MGM	8-25-51	‡	+	±	‡	±	‡		9+2—

P. G. Page	Title	Run Time	Type	Distributer	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1287	People Will Talk (110)		Comedy	20th-Fox	8-18-51	+	‡	‡	‡	‡	‡		11+
1183	Petty Girl, The (87)		Comedy	Col	9- 9-50	+			+	+	+		4+
1279	Pickup (78)		Drama	Col	7-21-51	+	±	±	+	±	+	±	7+4−
1263	Pier 23 (60)		Drama	LP	5-26-51	±	±	±		±		±	5+5−
1288	Pistol Harvest (60)		Western	RKO	8-18-51	+		+	±		+		4+1−
1262	Place in the Sun, A (122)		Drama	Para	7-28-51	‡	+			‡	‡	‡	9+
1289	Pool of London (86)		Drama	U-I	8-18-51	±	±		±	+	+		5+3−
1225	Prairie Roundup (53)		Western	Col	1-27-51	±		+	+	±	+		5+2−
1219	Prehistoric Women (74)		Drama	UA	12-30-50	+	+	±	+	+	−	=	5+4−
1212	Prelude to Fame (78)		Mus-Dr	U-I	12- 9-50	+	+		+		+	+	5+
1171	Pretty Baby (92)		Comedy	WB	7-29-50	±	±	+	+	±	+	+	7+3−
1221	Pride of Maryland (60)		Drama	Rep	1-13-51	+	±	±	+	+	±	±	7+4−
1266	Prince Who Was a Thief (88)		Drama	U-I	6- 2-51	+	+	+	+	‡	±	+	8+1−
1187	Prisoners in Petticoats (60)		Drama	Rep	9-23-50	±	−	±	±	−	±	±	5+7−
1256	Prowler, The (92)		Drama	UA	5- 5-51	+	±	±	+	±	±	‡	8+5−
1203	Pygmy Island (69)		Drama	Col	11-18-50	±	±	±	±	−	±	±	6+7−
	Q												
1238	Quebec (85)		Drama	Para	3-10-51	±	−	±	+	−	+	±	5+5−
1244	Queen for a Day (107)		Drama	UA	3-24-51	+	±	+	‡	±	‡		8+2−
	R												
	Racket, The (..)		Drama	RKO									
1200	Raiders of Tomahawk Creek (55)		Western	Col	11- 4-50	+		±	+	±	±		5+3−
1235	Raton Pass (84)		Western	WB	3- 3-51	±	±	±	‡	±	±	+	8+5−
1238	Rawhide (86)		West-Dr	20th-Fox	3-10-51	‡	+	+	‡	‡	‡	+	10+
1288	Red Badge of Courage (69)		Drama	MGM	8-18-51	+	±	+	‡	−	‡		7+2−
1214	Redhead and the Cowboy (82)		Drama	Para	12-16-50	−	±	±	+	−	+	+	5+4−
1187	Redwood Forest Trail (67)		Western	Rep	9-23-50	+		±	±	−	+	±	5+4−
1184	Return of Jesse James, The (75)		Western	LP	9- 9-50	+	±	+	+			±	5+2−
	Reunion in Reno (..)		Drama	U-I									
1216	Revenue Agent (72)		Drama	Col	12-23-50	+	±	±	±	+	±	±	7+5−
1284	Rhubarb (95)		Comedy	Para	8- 4-51	‡	+	±	‡	+	‡		8+1−
1230	Rhythm Inn (71)		Musical	Mono	2-10-51	+	±	±		+	±		5+3−
1276	Rich, Young and Pretty (95)		Musical	MGM	7- 7-51	+	+	+	+	+	‡	‡	9+
1232	Ridin' the Outlaw Trail (56)		Western	Col	2-17-51	±		±	+	+	+		5+2−
1180	Right Cross (90)		Drama	MGM	8-26-50	+	+	+	+	+	+	‡	8+
1201	Rio Grande (105)		Sup-West	Rep	11-11-50	‡	±	‡	‡	‡	‡	+	12+1−
1204	Rio Grande Patrol (60)		Western	RKO	11-18-50	+		±	±	+	+		5+2−
1284	Roadblock (73)		Drama	RKO	8- 4-51	+	±	±	−	+			4+3−
	Roaring City (60)		Drama	LP								±	1+1−
1192	Rocky Mountain (83)		Sup-West	WB	10- 7-50	+	±	+	+	+	+	‡	8+1−
1284	Rodeo King and the Senorita (67)		West	Rep	8- 4-51	±		+	+	±	+		5+2−
1217	Rogue River (79)		Western	UA	12-23-50	+	±	±	±	+	±	±	7+5−
1229	Rough Riders of Durango (60)		Western	Rep	2-10-51	+		±	+	+	+	±	6+2−
1185	Rookie Fireman (63)		Drama	Col	9-16-50	±	−	±	±	±	±	±	6+7−
1229	Royal Wedding (93)		Musical	MGM	2-10-51	‡	+	‡	‡	‡	‡	‡	13+
1206	Rustlers on Horseback (60)		Western	Rep	11-25-50	+		±	+	+		±	5+2−
	S												
1247	Saddle Legion (60)		Western	RKO	4- 7-51	+		±	±	+	±		5+3−
1182	Saddle Tramp (76)		Western	U-I	9- 2-50	‡	±	±	±	+	‡	+	9+3−
1275	St. Benny, the Dip (88)		Comedy	UA	7- 7-51	±	±	+	±		+		5+3−
1084	Samson and Delilah (128)		Drama	Para	10-29-49	‡	‡	‡	‡	‡	‡	‡	14+
1254	Santa Fe (89)		Western	Col	4-28-51	+	±	+	+	+	+	±	7+2−
	Saturday's Hero (111)		Drama	Col			‡	+	+	+	‡		7+
1278	Savage Drums (70)		Adv-Dr	LP	7-14-51	±	−	±		±			3+4−
1245	Scarf, The (86)		Drama	UA	3-31-51	±	±	+	‡	‡	+	±	9+3−
	Sea Hornet (..)		Drama	Rep									
1258	Sealed Cargo (90)		Mys-Dr	RKO	5-12-51	+	±	+	‡	+	+	+	8+1−
1213	Second Face, The (72)		Drama	UA	12-16-50	+	±	±	±	=		±	5+6−
1226	Second Woman, The (91)		Drama	UA	1-27-51	+	±	±	+	±	+	+	7+3−
1274	Secret of Convict Lake, The (83)		Dr.	20th-Fox	6-30-51	+	±	+	‡	+	+	+	8+1−
1274	Secrets of Monte Carlo (60)		Drama	Rep	6-30-51	−	±	±	±	±		±	5+6−
1195	September Affair (103)		Drama	Para	10-21-50	+	±	+	‡	‡	+	+	9+1−
1180	Shakedown (80)		Drama	U-I	8-26-50	±	±	±	+	+	+	±	7+4−
1211	Short Grass (82)		Western	Mono	12- 9-50	±	±	±	+	+	±	±	7+5−
1268	Show Boat (108)		Musical	MGM	6- 9-51	‡	‡	‡	‡	‡	‡	‡	14+
1217	Sierra Passage (80)		Western	Mono	12-23-50	±	±	±		+	+	±	6+4−
1272	Silver Canyon (70)		Western	Col	6-23-51	+		±	±	+	±		5+3−
1246	Silver City Bonanza (67)		Western	Rep	3-31-51	+		±	±	+	+	±	6+3−
1273	Sirocco (98)		Drama	Col	6-30-51	+	±	±	±	+	±	+	7+4−
1264	Skipalong Rosenbloom (73)		Comedy	UA	5-26-51	+	±	±	±				4+3−
	Sky High (..)		Drama	LP									
	Slaughter Trail (..)		Drama	RKO									
1183	Sleeping City, The (85)		Drama	U-I	9- 9-50	+	±	+	+	+	+	+	7+1−
1259	Smuggler's Gold (64)		Adv-Dr	Col	5-19-51	+	±	±	±	+	±	±	7+5−
1252	Smuggler's Island (75)		Drama	U-I	4-21-51	+	±	±	±	+	±	±	7+5−
1263	Snake River Desperadoes (54)		Western	Col	5-26-51	±		±	±	+	±		5+4−
1226	So Long at the Fair (85)		Drama	UA	1-27-51	+	±		+	‡	+	‡	8+1−
1243	Soldiers Three (92)		Drama	MGM	3-24-51	+	±	+	+	‡	+	+	8+1−
	Something to Live For (..)		Drama	Para									
1194	Southside 1-1000 (73)		Drama	Mono	10-14-50	+	±	+	‡	+	+	±	8+2−
1229	Spoilers of the Plains (67)		Western	Rep	2-10-51	±		+	+	+	+	±	6+2−
	Stagecoach Driver (..)		Western	Mono							±		1+1−
1218	Stage to Tucson (82)		Western	Col	12-23-50	+	±	±	±	+		±	6+4−
	Starlift (..)		Drama	WB									
1121	Stars in My Crown (90)		Drama	MGM	3- 4-50	+	+	+	+	‡	‡	‡	10+
1222	Steel Helmet, The (84)		Drama	LP	1-13-51	+	‡	‡	‡	+	+	±	10+1−
1271	Stop That Cab (60)		Comedy	LP	6-23-51	±			−				1+2−
1214	Storm Warning (91)		Drama	WB	12-16-50	+	‡	+	‡	+	+	+	9+
1269	Strangers on a Train (101)		Drama	WB	6-16-51	‡	+	‡	‡	‡	‡	‡	13+
1270	Streetcar Named Desire, A (125)		Drama	WB	6-16-51	‡	+	‡	‡	‡	‡		11+
1273	Strictly Dishonorable (95)		Drama	MGM	6-30-51	+	+	+	+	+	+	+	7+
1286	Strip, The (84)		Drama	MGM	8-11-51	+	±	±	‡	±	+		7+2−
1294	Submarine Command (87)		Drama	Para	9- 1-51	+		±	+				3+1−
1228	Superfoot (80)		Super-West	WB	2- 3-51	±	−	±	+	±	−	±	5+6−
	Sunny Side of the Street (71)		Musical	Col				±	+		=		3+2−
1190	Sunset in the West (67)		Western	Rep	9-30-50	+		±	+	+	+	±	6+2−
1201	Sun Sets at Dawn, The (71)		Drama	UA	11-11-50	−	±	±	±	+	+	±	6+3−
1196	Surrender (90)		Drama	Rep	10-21-50	±	±	±	+	±	±	±	6+5−
1239	Sword of Monte Cristo (80)		Drama	20th-Fox	3-17-51	±	±	±	+	‡	±	±	8+5−
	T												
1269	Take Care of My Little Girl (93)		Mus	20-Fox	6-16-51	−	±	+	‡	±	+	+	7+3−
1284	Tall Target, The (78)		Drama	MGM	8- 4-51	+	+	±	+	±	‡		7+1−
1205	Taming of Dorothy, The (75)		Comedy	UA	11-25-50	+	±	−	‡		−		4+2−
1228	Target Unknown (90)		Drama	U-I	2- 3-51	+	±	±	+	+	+	+	7+2−
1244	Tarzan's Peril (79)		Drama	RKO	3-24-51	+	±	±	+	±	±		6+4−
1178	Tea for Two (101)		Musical	WB	8-19-50	±	+	+	‡	+	+	±	8+2−
1236	Teresa (103)		Drama	MGM	3- 3-51	±	±	±	‡	±	‡	+	9+4−
1200	Texan Meets Calamity Jane, The (71)		West.	Col	11- 4-50	−		−	±	=	−	±	2+7−
1242	Texans Never Cry (70)		Western	Col	3-17-51	±		±	+	−	±		4+4−
	Texas Carnival (77)		Musical	MGM									
1266	Texas Rangers, The (74)		Western	Col	6- 2-51	+	±	+	+	+	±	±	7+3−
1268	That's My Boy (100)		Comedy	Para	6- 9-51	+	‡	‡	‡	‡	+	+	11+
1264	They Were Not Divided (102)		Drama	UA	5-26-51	±	±		+				3+2−
1250	Thing From Another World (86)		Drama	RKO	4-14-51	+	+	+	‡	‡	+	‡	10+
1293	This Is Korea (50)		Doc	Rep	9- 1-51	‡	+		‡	‡			7+
1225	13th Letter, The (85)		Drama	20th-Fox	1-27-51	‡	+	+	‡	‡	+	+	10+
1224	Three Desperate Men (69)		Western	LP	1-20-51	±		±		−		±	3+4−
1232	Three Guys Named Mike (90)		Comedy	MGM	2-17-51	+	+	+	‡	‡	+	+	9+
1202	Three Husbands (78)		Comedy	UA	11-11-50	+	+	+	‡	+	±	+	8+1−
1182	Three Secrets (98)		Drama	WB	9- 2-50	+	+	+	‡	+	+	+	8+
1272	Three Steps North (85)		Drama	UA	6-23-51	+	±	±	+	+	±	±	7+4−
1252	Thunder in God's Country (67)		Western	Rep	4-21-51	+		±	+	+	±	±	6+3−
1285	Thunder on the Hill (85)		Drama	U-I	8-11-51	+	±	±	+	+	+		6+2−
1180	Toast of New Orleans (98)		Musical	MGM	2-26-50	‡	+	‡	‡	‡	+		10+
1192	To Please a Lady (102)		Comedy	MGM	10- 7-50	+	+	+	+	‡	+	±	8+1−
1255	Tokyo File 212 (84)		Drama	RKO	5- 5-51	±	±	±	−	±	+	±	6+6−
1222	Tomahawk (82)		Sup-West	U-I	1-13-51	+	±	+	+	+	+	+	7+1−
1288	Tomorrow Is Another Day (90)		Drama	WB	8-18-51	+	+	±	+	+	+	+	7+1−
1210	Tougher They Come, The (69)		Drama	Col	12- 9-50	+	±	±	±	+	±	±	7+5−
1215	Trail of Robin Hood (67)		Western	Rep	12-23-50	±		±	+	+	+	±	6+3−
1186	Train to Tombstone (59)		Western	LP	9-16-50	−			−			±	1+4−
1190	Trio (92)		Com-Dr	Para	9-30-50	+	+	‡	‡	+	‡	‡	11+
1191	Tripoli (95)		Hist-Dr	Para	10- 7-50	+	±	±	‡	‡	‡	+	10+2−
1209	Try and Get Me (92)		Drama	UA	12- 9-50	+	‡	+	‡	+	+	±	9+1−
	(Reviewed as Sound of Fury)												
1194	Two Flags West (92)		Act-Dr	20th-Fox	10-14-50	‡	±	+	+	‡	+	+	9+1−
1274	Two Gals and a Guy (70)		Comedy	UA	6-30-51	±	−	±	±	=			3+6−
1217	Two Lost Worlds (60)		Drama	UA	12-23-50	±	±	±	+	±	±		6+5−
1273	Two of a Kind (75)		Drama	Col	6-30-51	+	±	±	±	+	±	±	7+5−
	Two Tickets to Broadway (..)		Musical	RKO									
1196	Two Weeks With Love (93)		Mus-Com	MGM	10-21-50	‡	+	+	+	‡	+	+	9+
	U												
1202	Undercover Girl (83)		Drama	U-I	11-11-50	−	±	±	+	+	±	+	6+4−
1209	Under Mexicali Stars (67)		Western	Rep	12- 9-50	+		+	+	±	±	±	6+3−
1216	Under the Gun (83)		Drama	U-I	12-23-50	+	±	±	+	+	±	±	7+4−
1166	Union Station (81)		Drama	Para	7-15-50	−	+	+	‡	‡	+	‡	9+1−
	Unknown World (..)		Drama	LP									
1236	Up Front (92)		War-Drama	U-I	3- 3-51	+	+	‡	+	+	+	‡	9+
	V												
1234	Valentino (108)		Drama	Col	2-24-51	‡	+	‡	‡	‡	+	+	11+
	Varieties on Parade (67)		Musical	LP									
1207	Vendetta (84)		Drama	RKO	12- 2-50	±	±	+	±	‡	−	±	7+4−
1227	Vengeance Valley (82)		Sup-West	MGM	2- 3-51	+	+	+	‡	‡	+	+	9+
1120	Vicious Years, The (81)		Drama	UA									
	W												
1181	Walk Softly, Stranger (81)		Drama	RKO	9- 2-50	‡	±	+	±	±	±	+	8+4−
	Wanted: Dear or Alive (..)		Western	Mono									
1265	Warpath (95)		Drama	Para	6- 2-51	+	+	±	+	‡	+		7+1−
1205	Watch the Birdie (72)		Comedy	MGM	11-25-50	+	+	+	‡	+	+	±	8+1−
1260	Wells Fargo Gunmaster (60)		Western	Rep	5-19-51	+		±	±	+	±	±	6+3−
1204	West Point Story, The (107)		Drama	WB	11-18-50	‡	‡	+	‡	‡	+	±	11+1−
1249	When I Grow Up (90)		Drama	UA	4-14-51	+	+	+	+	±	‡		7+1−
1257	When the Redskins Rode (78)		Western	Col	5-12-51	±	±	±	+	+	±		6+4−
1294	When Worlds Collide (81)		Drama	Para	9- 1-51	‡			+	‡			5+
1219	When You're Smiling (75)		Drama	Col	12-30-50	+	−	±	±	+	±		5+4−
1160	Where Danger Lives (84)		Drama	RKO	6-24-50	±	±	±	±	+	±	+	7+5−
1250	Whirlwind (70)		Western	Col	4-14-51	+		±	+	‡	±		6+2−
1287	Whistle at Eaton Falls, The (96)		Drama	U-I	8-18-51	+	±	±	+	=	‡		6+4−
1260	Wicked City, The (76)		Drama	UA	5-19-51	+	−		=				1+3−
	Woman in the Dark (..)		Drama	Rep									
1191	Woman on the Run (77)		Drama	U-I	10- 7-50	+	±	±	+	+	+	‡	8+2−
1191	Wyoming Mail (87)		Western	U-I	10- 7-50	+	±	±	+	+	+	+	7+2−
	Y												
1232	Yank in Korea, A (73)		War-Drama	Col	2-17-51	+	±	±	+	+	±	+	7+3−
	Yellow Fin (..)		Drama	Mono									
1283	Yes Sir, Mr. Bones (54)		Musical	LP	5- 4-51	±	±	±		−			3+4−
1292	You Never Can Tell (78)		Comedy	U-I	8-25-51	+	+	+	‡	‡	+		8+
1233	You're in the Navy Now (93)		Com	20th-Fox	2-24-51	+	‡	+	+	+	+	+	8+
	(Reviewed as U.S.S. Teakettle)												
	Yukon Manhunt (62)		Adv-Dr	Mono			±			+	±	−	3+3−

FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time is in parentheses. Type of story is indicated by letters and combinations thereof as follows: (C) Comedy; (D) Drama; (CD) Comedy-Drama; (F) Fantasy; (M) Musical; (W) Western; (SW) Superwestern. Release number follows. ○ denotes BOXOFFICE Blue Ribbon Award Winner. ◎ denotes color photography. For review dates and Picture Guide page numbers, see Review Digest.

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DECEMBER

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Barbara Britton, Phillip Reed, Willard Parker

JANUARY

[1] Three Desperate Men (69) ....W..5009
Preston Foster, Jim Davis, Virginia Grey

FEBRUARY

[1] Steel Helmet, The (84)..... D..5006
Gene Evans, Steve Brodie, James Edwards

[2] Fingerprints Don't Lie (55) ...D..5015
Richard Travis, Sid Melton, Sheila Ryan

MARCH

[3] Mask of the Dragon (53)..... D..5013
Richard Travis, Sid Melton, Sheila Ryan

[3] Stop That Cab (60)..... C..5014
Sid Melton, Iris Adrian, Marjorie Lord

APRIL

[3] Danger Zone (56)..... D..5017
Hugh Beaumont, Edward Brophy, R. Travis
[4] Pier 23 (60)..... D..5018
Hugh Beaumont, Ann Savage

[4] Roaring City (60)..... D..5016
Hugh Beaumont, Richard Travis

MAY

[4] Kentucky Jubilee (75)..... C..5007
Jerry Colonna, Jean Porter, James Ellison

JUNE

[5] Little Big Horn (82)..... W..5003
John Ireland, Marie Windsor, Lloyd Bridges
[5] Savage Drums (70)..... W..5001
Sabu, Lita Baron, Sid Melton

JULY

[6] G.I. Jane (62)..... C..5012
Jean Porter, Tom Neal, Iris Adrian
[6] Yes Sir, Mr. Bones (54)..... M..5019
All-Star Minstrel Show
[7] Variaties on Parade (67) ....M..5020
Jackie Coogan, All-Star Revue

AUGUST

[7] Lost Continent, The (84)..... D..5004
Cesar Romero, Hillary Brooke, Chick Chandler

SEPTEMBER

[8] Leave It to the Marines (..)...D..5005
Sid Melton, Mara Lynn

OCTOBER

[8] As You Were (57)..... D..5023
William Tracy, Joe Sawyer
[9] Highly Dangerous (..)..... D..5029
Dane Clark, Margaret Lockwood
[9] Sky High (..)..... D..5024
Sid Melton, Mara Lynn
[9] FBI Girl (..)..... D..5002
Cesar Romero, George Brent
[10] Unknown World (..)..... D..5101
Bruce Kellogg, Marilyn Nash

M-G-M

NOVEMBER

[3] Dial 1119 (75)..... D..107
Marshall Thompson, Virginia Field, Andrea King
[9] Stars In My Crown (90)..... D.. 40
Joel McCrea, Ellen Drew, Dean Stockwell
[10] ○Two Weeks With Love (93) ..M..108
Jane Powell, Ricardo Montalban, Louis Calhern

[25] ○○King Solomon's Mines (105) D..109
Stewart Granger, Richard Carlson, Deborah Kerr

DECEMBER

[13] Mrs. O'Malley and Mr. Malone (69)..... C..111
Marjorie Main, James Whitmore, Ann Dvorak

[28] ◎Pagan Love Song (77)..... M..112
Esther Williams, Howard Keel, Minna Gombell

JANUARY

[12] Watch the Birdie (72)..... C..113
Red Skelton, Arlene Dahl, Ann Miller
[19] Grounds for Marriage (90) ...C..114
Van Johnson, Kathryn Grayson, Paula Raymond
[28] ○○Kim (113)..... D..115
Errol Flynn, Dean Stockwell, Paul Lukas

FEBRUARY

[2] Magnificent Yankee, The (88)..D..116
Louis Calhern, Ann Harding, Eduard Franz
[19] ◎Vengeance Valley (82) ....SW..117
Burt Lancaster, Robert Walker, Joanne Dru
[21] Cause for Alarm (73)..... D..118
Loretta Young, Barry Sullivan, Bruce Cowling

MARCH

[9] Three Guys Named Mike (90) ..C..119
Jane Wyman, Van Johnson, Howard Keel
[16] Inside Straight (87)..... D..123
David Brian, Arlene Dahl, Barry Sullivan
[23] ○○Royal Wedding (93)..... M..121
Fred Astaire, Jane Powell, Peter Lawford

APRIL

[13] ○Father's Little Dividend (82) C..124
Spencer Tracy, Joan Bennett, Elizabeth Taylor
[26] Soldiers Three (92)..... D..126
Walter Pidgeon, Stewart Granger, David Niven
[27] ○○Great Caruso, The (110) ..M..127
Mario Lanza, Ann Blyth, Dorothy Kirsten

MAY

[4] ◎Painted Hills, The (68)..... D..125
Lassie, Paul Kelly, Gary Gray, Ann Doran

[18] Home Town Story (61)..... D..128
Donald Crisp, Jeffrey Lynn, Marjorie Reynolds
[25] Go for Broke! (92)..... D..129
Van Johnson, Warner Anderson

JUNE

[8] Night Into Morning (86)..... D..130
Ray Milland, John Hodiak, Nancy Davis
[15] No Questions Asked (81)..... D..132
Arlene Dahl, George Murphy, Barry Sullivan
[22] ◎Excuse My Dust (82)..... M..133
Red Skelton, Sally Forrest, Macdonald Carey
[25] Kind Lady (78)..... D..134
Ethel Barrymore, Maurice Evans, A. Lansbury

JULY

[6] Strictly Dishonorable (95)..... D..131
Ezio Pinza, Janet Leigh, Millard Mitchell
[13] ◎Show Boat (108)..... M..135
Kathryn Grayson, Howard Keel, Ava Gardner
[20] Law and the Lady (104)..... C..136
Greer Garson, Michael Wilding, Marjorie Main
[27] Teresa (103)..... D..137
Pier Angeli, John Ericson, Patricia Collinge

AUGUST

[3] ◎Rich, Young and Pretty (95)..M..138
Jane Powell, Vic Damone, Danielle Darrieux

[17] Tall Target, The (78)..... D..139
Dick Powell, Paula Raymond, Adolphe Menjou
[31] Strip, The (85)..... D..140
Mickey Rooney, Sally Forrest, Monica Lewis

SEPTEMBER

[7] People Against O'Hara (103)...D..201
Spencer Tracy, John Hodiak, Diana Lynn
[14] Angels in the Outfield (102)....D..202
Paul Douglas, Janet Leigh, Keenan Wynn
[21] ◎Mr. Imperium (87)..... M..203
Lana Turner, Ezio Pinza, Barry Sullivan
[28] Red Badge of Courage (69)....D..204
Audie Murphy, Bill Mauldin

OCTOBER

◎Across the Wide Missouri (81) SW..
Clark Gable, John Hodiak
Man With a Cloak (..)..... D..
Barbara Stanwyck, Joseph Cotten
◎Texas Carnival (77)..... M..
Red Skelton, Esther Williams

MONOGRAM

NOVEMBER

[5] Joe Palooka in the Squared Circle (63)..... C..5117
Joe Kirkwood Jr., James Gleason
[12] Southside 1-1000 (73)..... D..AA17
Don DeFore, Andrea King, George Tobias

DECEMBER

[26] Outlaw Gold (51)..... W..4954
Johnny Mack Brown, Jane Adams, Myron Healy

[2] Father's Wild Game (61) ....C..5125
Raymond Walburn, Gary Gray, Jane Darwell
[10] Outlaws of Texas (56)..... W..4945
Whip Wilson, Phyllis Coates, Andy Clyde
[17] Call of the Klondike (67) ....D..4920
Anne Gwynne, Tom Neal, Kirby Grant
[24] Short Grass (82)..... W..AA18
Rod Cameron, Cathy Downs, J. M. Brown
[31] Sierra Passage (80)..... W..5107
Wayne Morris, Lola Albright, Alan Hale Jr.

JANUARY

[14] Colorado Ambush (52)..... W..4935
Johnny Mack Brown, Lois Hall, Myron Healy
[21] Bowery Battalion (69)..... C..5111
Leo Gorcey, Huntz Hall, Bowery Boys
[28] ◎Blue Blood (72)..... D..4904
Bill Williams, Jane Nigh, Arthur Shields

FEBRUARY

[4] Abilene Trail (64)..... W..4946
Whip Wilson, Andy Clyde, Noel Neill
[11] Rhythm Inn (71)..... M..5115
Jane Frazee, Kirby Grant, Charles Smith
[18] Vicious Years, The (81)..... D..5191
Tommy Cook, Gar Moore, Sybil Merritt

MARCH

[4] Navy Bound (60)..... C..5120
Tom Neal, Regis Toomey, Wendy Waldron
[11] Man From Sonora (54)..... W..5141
Johnny Mack Brown, Lyle Talbot, Lee Roberts
[12] Gypsy Fury (63)..... D..5192
Viveca Lindfors, Christopher Kent, R. Brent
[25] Lion Hunters, The (73)..... D..5109
Johnny Sheffield, Ann Todd, Morris Ankrum

APRIL

[8] Canyon Raiders (54)..... W..5151
Whip Wilson, Fuzzy Knight, Phyllis Coates
[12] I Was an American Spy (85)..D..AA19
Ann Dvorak, Gene Evans, Douglas Kennedy

[29] Ghost Chasers (69)..... C..5112
Huntz Hall, Leo Gorcey, Bowery Boys

MAY

[6] Blazing Bullets (51)..... W..5142
Johnny Mack Brown, Lois Hall
[13] ○Cavalry Scout (78)..... W..5101
Audrey Long, Rod Cameron, Jim Davis
[17] Nevada Badmen (58)..... W..5152
Whip Wilson, Fuzzy Knight, Phyllis Coates
[28] According to Mrs. Hoyle (60)..D..5122
Spring Byington, Tanis Chandler, Brett King

JUNE

[10] Casa Manana (73)..... M..5116
Robert Clarke, Virginia Welles
[17] Father Takes the Air (61) ....C..5126
Raymond Walburn, Walter Catlett
[24] Montana Desperadoes (51) ....W..5143
Johnny Mack Brown, Lois Hall

JULY

[8] Yukon Manhunt (62)..... D..5123
Kirby Grant, Chinook, Gail Davis
[15] Stagecoach Driver (52)..... W..5153
Whip Wilson

[29] Let's Go Navy (68)..... C..5113
Leo Gorcey, Huntz Hall, Tom Neal

AUGUST

[12] ○The Highwayman (82)..... D..AA20
Philip Friend, Wanda Hendrix

[26] Disc Jockey (80)..... M..AA21
Ginny Simms, Michael O'Shea, Jane Nigh
Oklahoma Justice (56)..... W..5144
Johnny Mack Brown

SEPTEMBER

[9] Wanted: Dead or Alive (59)..W..5154
Whip Wilson, Andy Clyde
[19] Joe Palooka in Triple Cross (..) D..5118
Joe Kirkwood, Cathy Downs
[28] ◎Flight to Mars (..)..... D..5103
Marguerite Chapman, Cameron Mitchell

OCTOBER

[7] Yellow Fin (..)..... DM..5108
Wayne Morris, Damian O'Flynn
[14] Elephant Stampede (..)..... D..5110
Johnny Sheffield, Donna Martell

FEATURE CHART

PARAMOUNT

11 ⊙Tripoli (95) .....D..5005
Maureen O'Hara, John Payne, Phillip Reed

23 ⊙Let's Dance (112).....MC..5006
Betty Hutton, Fred Astaire, Roland Young

Mr. Music (113) .....MC..5007
Bing Crosby, Nancy Olson, Charles Coburn

⊙Branded (95) .....W..5009
Alan Ladd, Mona Freeman, Charles Bickford

17 At War With the Army (93) ..C..5014
Dean Martin, Jerry Lewis, Polly Bergen

September Affair (103) .....D..5012
Joan Fontaine, Joseph Cotten, Jessica Tandy

23 ⊙Great Missouri Raid, The (85) D..5013
Wendell Corey, Ellen Drew, Macdonald Carey

Redhead and the Cowboy (82) D..5015
Glenn Ford, Rhonda Fleming, Alan Reed

26 Mating Season, The (101) ....C..5016
Gene Tierney, John Lund, Miriam Hopkins
28 ⊙Samson and Delilah (128) ..D..5010
Victor Mature, Hedy Lamarr, George Sanders

Molly (83) .....C..5011
(Rev. as The Goldbergs)
Gertrude Berg, Philip Loeb
⊙Quebec (85) .....D..5017
John Barrymore Jr., Corinne Calvet, P. Knowles
Lemon Drop Kid, The (91) ....C..5018
Bob Hope, Marilyn Maxwell, Lloyd Nolan

Appointment With Danger (90) D..5019
Alan Ladd, Jan Sterling, Phyllis Calvert
⊙Last Outpost, The (87).....D..5020
Ronald Reagan, Rhonda Fleming, Peter Hanson

Dear Brat (82) .....D..5021
Mona Freeman, Edward Arnold, Billy DeWolfe
Trio (92) .....CD..5030
Jean Simmons, Michael Rennie, Anne Crawford

⊙Passage West (80) .....W..5022
John Payne, Arleen Whelan, Dennis O'Keefe
Ace in the Hole (112).....D..5023
Kirk Douglas, Jan Sterling, Porter Hall

Peking Express (85) .....D..5024
Joseph Cotten, Corinne Calvet, Edmund Gwenn
That's My Boy (100) .....C..5026
Dean Martin, Jerry Lewis, Ruth Hussey
⊙Warpath (95) .....D..5025
Edmond O'Brien, Dean Jagger, Forrest Tucker

Here Comes the Groom (114) ..C..5101
Bing Crosby, Jane Wyman, Franchot Tone
Place in the Sun, A (122) ....D..5102
Montgomery Clift, Elizabeth Taylor
Rhubarb (94) .....C..5103
Ray Milland, Jan Sterling, Gene Lockhart

⊙Crosswinds (93) .....D..5104
John Payne, Rhonda Fleming
Darling, How Could You! (96)..C..5108
Joan Fontaine, John Lund
Something to Live For (..)....D..
Ray Milland, Joan Fontaine

RKO RADIO

1 ⊙Joan of Arc (165) .....D..118
Ingrid Bergman, Jose Ferrer, Francis L. Sullivan

21 Experiment Alcatraz (58) ....D..107
John Howard, Lynne Carter, Joan Dixon
22 Never a Dull Moment (89) ....C..106
Fred MacMurray, Andy Devine, Irene Dunne
22 Where Danger Lives (84) .....D..024
Robert Mitchum, Claude Rains, Faith Domergue

30 Vendetta (84) .....D..167
Faith Domergue, George Dolenz, Hillary Brooke
6 Hunt the Man Down (68) ....D..111
Mary Anderson, Gig Young, Lynne Roberts
8 Law of the Badlands (60) ....W..113
Tim Holt, Richard Martin, Joan Dixon
12 Company She Keeps, The (83) ..D..109
Lizabeth Scott, Jane Greer, Dennis O'Keefe
15 Double Deal (65) .....D..112
Marie Windsor, Richard Denning, Fay Baker
27 Gambling House (80) .....D..110
Victor Mature, Terry Moore, William Bendix

16 Cry Danger (79) .....D..115
Dick Powell, Rhonda Fleming, Richard Erdman

3 Payment on Demand (90) ....D..171
Bette Davis, Barry Sullivan, Kent Taylor

17 Tarzan's Peril (79) .....D..172
Lex Barker, Virginia Huston, George Macready

31 Thing From Another World (86) D..174
Edward Franz, Margaret Sheridan, James Arness

7 Kon-Tiki (68) .....D..173
Thor Heyerdahl, Knut Haugland
7 Saddle Legion (60) .....W..117
Tim Holt, Dorothy Malone, Richard Martin
14 Footlight Varieties (61) .....M..116
Jack Paar, Red Buttons, Leon Errol
21 My Forbidden Past (70) .....D..114
Ava Gardner, Melvyn Douglas, Robert Mitchum

5 Tokyo File 212 (84) .....D..175
Florence Marly, Robert Peyton

18 Sealed Cargo (90) .....D..118
Dana Andrews, Claude Rains, Carla Balenda

2 ⊙Jungle Headhunters (65) .....D..177
Lewis Cotlow, All Native Cast
9 Hard, Fast and Beautiful (76) D..119
Claire Trevor, Sally Forrest, Carleton Young
16 ⊙Best of the Badmen (84) ....W..176
Robert Ryan, Claire Trevor, Jack Buetel

10 ⊙Happy Go Lovely (88).....M..262
David Niven, Vera-Ellen, Cesar Romero
28 ⊙⊙Alice in Wonderland (75)...D..291
(Walt Disney cartoon)

11 Flying Leathernecks (102).....D..261
John Wayne, Robert Ryan, Janis Carter
24 His Kind of Woman (120).....D..201
Robert Mitchum, Jane Russell, Vincent Price
29 Behave Yourself (..).....CD..
Farley Granger, Shelley Winters

9 On the Loose (74).....D..202
Joan Evans, Melvyn Douglas
25 Racket, The (60).....D..
Robert Mitchum, Lizabeth Scott
30 Drums in the Deep South (87)...D..
James Craig, Barbara Payton
Lilli Marlene (85) .....D..203
Lisa Daniely, Hugh McDermott

6 ⊙Slaughter Trail (..).....D..
Brian Donlevy, Virginia Grey

28 Two Tickets to Broadway (..)..M..
Janet Leigh, Tony Martin

REPUBLIC

15 North of Great Divide (67) ...W..4944
Roy Rogers, Penny Edwards, Gordon Jones
28 Under Mexicali Stars (67) ....W..4954
Rex Allen, Dorothy Patrick
28 Macbeth (85) .....D..5003
Orson Welles, Jeanette Nolan, Dan O'Herlihy
Rio Grande (105) .....SW..5004
John Wayne, Maureen O'Hara, Ben Johnson
Missourians, The (60) .....W..4974
Monte Hale, Paul Hurst, Lyn Thomas

13 California Passage (90) ....W..5005
Forrest Tucker, Adele Mara, Jim Davis
13 ⊙Trail of Robin Hood (67) ..W..4946
Roy Rogers, Penny Edwards, Gordon Jones

23 Rough Riders of Durango (60) .W..5058
Allan Lane, Aline Towne, Ross Ford

22 Pride of Maryland (60) .....D..5023
Stanley Clements, Peggy Stewart, Frankie Darro
27 Belle Le Grand (90) .....D..5006
Vera Ralston, John Carroll

5 Spoilers of the Plains (67) ....W..5041
Roy Rogers, Penny Edwards, Gordon Jones

23 Missing Women (60) .....D..5025
Penny Edwards, James Millican
28 Night Riders of Montana (60) .W..5059
Allan Lane, Claudia Barrett, Chubby Johnson

1 Silver City Bonanza (67) ....W..5051
Rex Allen, Buddy Ebsen, Mary Ellen Kay
5 Cuban Fireball (78) .....MC..5007
Estelita Rodriguez, Warren Douglas
12 ⊙Oh! Susanna (90) .....D..5008
Rod Cameron, Adrian Booth, Forrest Tucker
24 Insurance Investigator (60) ..D..5026
Richard Denning, Audrey Long, Hillary Brooke
26 Heart of the Rockies (67) ...W..5042
Roy Rogers, Penny Edwards, Gordon Jones

8 Thunder in God's Country (67) .W..5052
Rex Allen, Mary Ellen Kay, Buddy Ebsen

1 Buckaroo Sheriff of Texas (60) W..5066
Michael Chapin, Eilene Janssen
12 In Old Amarillo (67) .....W..5043
Roy Rogers, Estelita Rodriguez, Penny Edwards
12 Wells Fargo Gunmaster (60) ..W..5061
Allan Lane, Mary Ellen Kay
15 Bullfighter and the Lady (87) D..5009
Robert Stack, Gilbert Roland, Virginia Grey
29 Million Dollar Pursuit (60) ....D..5028
Penny Edwards, Grant Withers, Norman Budd

1 Fighting Coast Guard (86) ...D..5010
Brian Donlevy, Forrest Tucker, Ella Raines

25 Secrets of Monte Carlo (60) .D..5030
Warren Douglas, Lois Hall, June Vincent

1 The Dakota Kid (60) .....W..5067
Michael Chapin, Eilene Janssen, James Bell

18 Rodeo King and Senorita (67) W..5053
Rex Allen, Mary Ellen Kay, Buddy Ebsen
15 Fugitive Lady (78).....D..5011
Janis Paige, Binnie Barnes

19 This Is Korea (50.....Doc..5127
15 Fort Dodge Stampede (60)....W..5062
Allan "Rocky" Lane, Mary Ellen Kay
22 Adventures of Cpt. Fabian (100) D..5101
Errol Flynn, Micheline Prelle

19 Arizona Manhunt (60).....W..5068
Michael Chapin, Eilene Janssen
19 Havana Rose (..).....D..
Estelita Rodriguez, Hugh Herbert
26 Woman in the Dark (..).....D..
Penny Edwards, Ross Elliott
29 Sea Hornet (..).....D..
Rod Cameron, Adele Mara

20TH CENTURY-FOX

Two Flags West (92) .....D..029
Joseph Cotten, Linda Darnell
All About Eve (138) .....D..030
Bette Davis, Anne Baxter, George Sanders
Jackpot, The (85) .....C..031
James Stewart, Barbara Hale, Patricia Medina

⊙American Guerrilla in the Philippines (105) .....D..032
Tyrone Power, Micheline Prelle
For Heaven's Sake (92) .....C..033
Clifton Webb, Joan Bennett, Robert Cummings

Mudlark, The (99) .....D..101
Irene Dunne, Alec Guinness, Andrew Ray
Man Who Cheated Himself (81) D..102
Lee J. Cobb, Jane Wyatt, John Dall
⊙Halls of Montezuma (113) ...D..103
Richard Widmark, Walter Palance, Karl Malden

⊙Call Me Mister (95) .....M..104
Betty Grable, Dan Dailey, Dale Robertson
⊙I'd Climb the Highest Mountain (88) .....D..105
Susan Hayward, William Lundigan, E. Calhoun
13th Letter, The (85) .....D..107
Linda Darnell, Charles Boyer, Michael Rennie

⊙Sword of Monte Cristo (80) ..D..106
George Montgomery, Berry Kroeger, P. Cordas
Lucky Nick Cain (87) .....D..108
George Raft, Coleen Gray, Charles Goldner
⊙Bird of Paradise (100) .....D..109
Louis Jourdan, Debra Paget, Jeff Chandler
Of Men and Music (85) .....M..137
Artur Rubinstein, Jan Peerce, Jascha Heifetz

Kefauver Crime Invest. (52) ..D..138
You're in the Navy Now (93) ..C..110
(Rev. as U.S.S. Teakettle) Gary Cooper
I Can Get It for You Wholesale (91) .....D..111
Dan Dailey, Susan Hayward
14 Hours (91) .....D..114
Paul Douglas, Richard Basehart, B. Bel Geddes

Follow the Sun (77) .....D..112
Glenn Ford, Anne Baxter, Dennis O'Keefe
Rawhide (86) .....SW..113
Tyrone Power, Susan Hayward, Hugh Marlowe
⊙On the Riviera (89) .....MC..115
Danny Kaye, Gene Tierney, Corinne Calvet

⊙Half Angel (77) .....D..116
Loretta Young, Joseph Cotten, Cecil Kellaway
House on Telegraph Hill (93) ..D..117
Richard Basehart, Valentina Cortese
As Young As You Feel (77) ...C..120
Monty Woolley, Thelma Ritter, David Wayne

Guy Who Came Back, The (91) ..D..118
Paul Douglas, Joan Bennett, Linda Darnell
⊙Take Care of Little Girl (93) M..119
Jeanne Crain, Jean Peters, Dale Robertson
⊙Frogmen, The (96).....D..122
Dana Andrews, Gary Merrill, Richard Widmark

Secret of Convict Lake, The (83) D..123
Glenn Ford, Gene Tierney, Ethel Barrymore
No Highway in the Sky (98) ....D..121
James Stewart, Marlene Dietrich
Mr. Belvedere Rings the Bell (88) C..124
Clifton Webb, Joanne Dru, Hugh Marlowe

⊙Meet Me After the Show (86) M..125
Betty Grable, Macdonald Carey, Rory Calhoun
People Will Talk (110).....C..126
Cary Grant, Jeanne Crain
Millionaire for Christy, A (90)..C..127
Fred MacMurray, Eleanor Parker, R. Carlson

Desert Fox, The (..).....D..130
James Mason, Jessica Tandy
Journey Into Light (87).....D..132
Sterling Hayden, Viveca Lindfors
No Highway in the Sky (98)...D..121
James Stewart, Marlene Dietrich
⊙Anne of the Indies (..).....D..
Louis Jourdan, Debra Paget

NOVEMBER
DECEMBER
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER

FEATURE CHART

UNITED ARTISTS

NOVEMBER

1. ©Prehistoric Women (74) ....D..205
   Laurette Luez, Allan Nixon, Mara Lynn
2. Border Outlaws (58) .....W..260
   Spade Cooley, Maria Hart, Bill Edwards
3. Three Husbands (78) .....C..642
   Eve Arden, Emlyn Williams, Ruth Warrick
4. ©Rogue River (79) .....W..201
   Rory Calhoun, Peter Graves, Ellye Marshall

DECEMBER

1. Golden Salamander, The (96) .D..271
   Anouk, Trevor Howard, Herbert Lom

JANUARY

2. Wicked City, The (76) .....D..206
   Maria Montez, Lilli Palmer, J. P. Aumont
3. Mister Universe (79) .....C..208
   Jack Carson, Janis Paige, Bert Lahr
4. Korea Patrol (57).....D..211
   Richard Emory, Benson Fong, Tyri Duna
5. Sun Sets at Down, The (71) ...D..046
   Walter Reed, Sally Parr, Philip Shawn

FEBRUARY

6. They Were Not Divided (102) ..D..275
   Edward Underdown, Ralph Clanton

MARCH

1. Blue Lamp, The (84) .....D..016
   Jack Warner, Jimmy Hanley, Dirk Bogarde
2. Naughty Arlette (86) .....C..226
3. My Outlaw Brother (80) .....D..209
   (Rev. as My Brother, the Outlaw)
4. Second Woman, The (91) .....D..639
   Robert Young, Betsy Drake, John Sutton
5. Circle of Danger (85).....D..207
   Ray Milland, Patricia Roc, Marius Goring
6. So Long at the Fair (85) .....D..270

APRIL

1. Badman's Gold (56).....W..262
2. Scarf, The (86) .....D..644
3. Long Dark Hall, The (87).....D..214
   Rex Harrison, Lilli Palmer
4. Queen for a Day (107) .....D..645
5. When I Grow Up (90) .....D..215
6. Skipalong Rosenbloom (73)....W..213
   Max Rosenbloom, Max Baer, Jackie Coogan
7. Oliver Twist (105).....D..216
8. Man From Planet X (72) ....D..647

MAY

1. Try and Get Me (92) .....D..643
   (Rev. as Bound of Fury) Frank Lovejoy
2. First Legion, The (86) .....D..648
   Charles Boyer, Lyle Bettger, Leo G. Carroll
3. Odette (100) .....D..652
   Anna Neagle, Trevor Howard, Marius Goring
4. Prowler, The (92) .....D..650
   Van Heflin, Evelyn Keyes, John Maxwell

JUNE

1. Fabiola (96) .....D..651
2. Man With My Face, The (75) ..D..659
3. Three Steps North (85) .....D..657
   Lloyd Bridges, Lea Padovani, Aldo Fabrizi

JULY

1. He Ran All the Way (78).....D..646
   John Garfield, Shelley Winters
2. Cyrano de Bergerac (113) ....D..660
   Jose Ferrer, Mala Powers, William Prince
3. Hoodlum, The (61).....D..653
   Lawrence Tierney, Allene Roberts

AUGUST

1. Cloudburst (..) .....D..
   Robert Preston, Elizabeth Sellers
2. Pardon My French (81).....C..
3. Two Gals and a Guy (70).....C..654
4. Obsessed (77) .....D..
   David Farrar, Geraldine Fitzgerald
5. Four in a Jeep (97).....D..
   Viveca Lindfors, Ralph Meeker
6. ©New Mexico (84).....D..649
7. St. Benny, the Dip (81).....C..658

SEPTEMBER

1. Obsessed (77) .....D..
   David Farrar, Geraldine Fitzgerald
2. Mister Drake's Duck (81).....C..655
   Douglas Fairbanks jr., Yolande Donlan
3. Gold Raiders (..).....D..
   George O'Brien, Sheilah Ryan

OCTOBER

1. Hotel Sahara (96).....C..
   Yvonne DeCarlo, Peter Ustinov
2. Mr. Peek-A-Boo (74).....C..
   Joan Greenwood

UNIVERSAL-INT'L

1. ©Kansas Raiders (80) .....W..104
   Audie Murphy, Brian Donlevy
2. Milkman, The (87) .....C..102
   Donald O'Connor, Piper Laurie, Jimmy Durante
3. Deported (88) .....D..103
   Marta Toren, Claude Dauphin, Jeff Chandler

4. Undercover Girl (83) .....D..105
   Alexis Smith, Scott Brady, Gladys George
5. Mystery Submarine (78) .....D..106
   Marta Toren, Macdonald Carey, Robert Douglas
6. Prelude to Fame (78) .....MD..180
   Guy Rolfe, Kathleen Byron, Jeremy Spenser

7. ©Frenchie (80) .....W..108
   Joel McCrea, Shelley Winters, Paul Kelly
8. ©Harvey (104) .....C..107
   James Stewart, Peggy Dow, Josephine Hull
9. Under the Gun (83) .....D..109
   Richard Conte, Audrey Totter, Sam Jaffe

10. ©Tomahawk (82) .....SW..110
    Van Heflin, Yvonne DeCarlo, Preston Foster
11. Target Unknown (90) .....D..111
    Mark Stevens, Don Taylor, Joyce Holden
12. Operation Disaster (101) .....D..113
    John Mills, Richard Attenborough, Helen Cherry
13. Bedtime for Bonzo (83) .....C..112
    Ronald Reagan, Diana Lynn, Walter Slezak

14. Abbott and Costello Meet the Invisible Man (82) .....C..116
    Bud Abbott, Lou Costello, Nancy Guild
15. Groom Wore Spurs, The (81) ...C..114
    Ginger Rogers, Joan Davis, Jack Carson
16. Air Cadet (94) .....CD..115
    Stephen McNally, Alex Nicol, Gail Russell

17. Up Front (92) .....C..118
    David Wayne, Tom Ewell, Marina Berti
18. ©Double Crossbones (76).....MC..119
    Donald O'Connor, Helena Carter, Will Geer
19. Ma and Pa Kettle Back on the Farm (80) .....C..117
    Marjorie Main, Percy Kilbride, Meg Randall

20. Fat Man, The (77) .....D..120
    J. Scott Smart, Rock Hudson, Julie London
21. Katie Did It (81) .....C..122
    Ann Blyth, Mark Stevens, Cecil Kellaway
22. ©Smuggler's Island (75) .....D..121
    Jeff Chandler, Evelyn Keyes, Philip Friend

23. ©Apache Drums (75) .....W..123
    Stephen McNally, Coleen Gray, Willard Parker
24. Hollywood Story (77) .....D..124
    Richard Conte, Henry Hull, Julia Adams

25. Francis Goes to the Races (88) ..C..125
    Donald O'Connor, Piper Laurie
26. ©Prince Who Was a Thief (88)..D..126
    Tony Curtis, Piper Laurie, Cecil Kellaway
27. Comin' Round the Mountain (77) C..127
    Bud Abbott, Lou Costello, Dorothy Shay

28. Iron Man (82) .....D..130
    Jeff Chandler, Evelyn Keyes, Stephen McNally
29. ©Mark of the Renegade (81) ...D..129
    Ricardo Montalban, Cyd Charisse
30. ©Cattle Drive (77) .....W..128
    Joel McCrea, Dean Stockwell, Leon Ames

31. ©Little Egypt (82).....CD..131
    Rhonda Fleming, Mark Stevens, Nancy Guild
32. You Never Can Tell (78) .....D..132
    Dick Powell, Peggy Dow, Joyce Holden
33. Thunder on the Hill (84) .....D..133
    Claudette Colbert, Ann Blyth

34. ©Lady From Texas (..).....D..
    Howard Duff, Mona Freeman
35. Reunion in Reno (..).....D..
    Mark Stevens, Peggy Dow
36. ©Golden Horde, The (..).....D..
    David Farrar, Ann Blyth

WARNER BROS.

1. Rocky Mountain (83) .....SW..008
   Errol Flynn, Patrice Wymore

2. West Point Story, The (107) ..D..009
   James Cagney, Virginia Mayo, Doris Day

3. Breakthrough (91) .....D..010
   David Brian, John Agar, Frank Lovejoy

4. ©Dallas (94) .....SW..011
   Gary Cooper, Ruth Roman, Steve Cochran

5. Highway 301 (83) .....D..012
   Steve Cochran, Virginia Grey, Gaby Andre

6. Operation Pacific (111) .....D..013
   John Wayne, Patricia Neal, Ward Bond

7. Storm Warning (91) .....D..014
   Ginger Rogers, Ronald Reagan, Doris Day

8. Enforcer, The (88) .....D..015
   Humphrey Bogart, Zero Mostel, Ted de Corsia

9. ©Sugarfoot (80) .....WD..016
   Randolph Scott, Adele Jergens, Raymond Massey
10. Lightning Strikes Twice (91) ....D..019
    Ruth Roman, Richard Todd, M. McCambridge

11. ©Lullaby of Broadway (91) ..M..020
    Doris Day, Gene Nelson, S. Z. Sakall

12. Raton Pass (84) .....W..021
    Dennis Morgan, Patricia Neal, Steve Cochran

13. Only the Valiant (105) .....SW..022
    Gregory Peck, Barbara Payton, Ward Bond

14. I Was a Communist for the FBI (84) .....D..023
    Frank Lovejoy, Dorothy Hart, Philip Carey

15. Goodbye, My Fancy (107) ....C..024
    Joan Crawford, Robert Young, Frank Lovejoy

16. Along the Great Divide (88) ..SW..025
    Kirk Douglas, Virginia Mayo, John Agar
17. Inside Walls of Folsom Prison (87) .....D..026
    Steve Cochran, David Brian, Philip Carey
18. Strangers on a Train (101)....D..027
    Farley Granger, Ruth Roman, Robert Walker

19. ©Fort Worth (80) .....SW..028
    Randolph Scott, David Brian, Phyllis Thaxter

20. ©On Moonlight Bay (95) .....M..029
    Doris Day, Gordon MacRae, Jack Smith

21. ©Capt. Horatio Hornblower (117) D..030
    Gregory Peck, Virginia Mayo

22. Jim Thorpe—All American (107) D..101
    Burt Lancaster, Charles Bickford, P. Thaxter

23. Force of Arms (100).....D..102
    William Holden, Nancy Olson, Frank Lovejoy

24. Tomorrow Is Another Day (90)..D..103
    Ruth Roman, Steve Cochran

Starlift (..) .....D..
Ruth Roman, Gordon MacRae
Come Fill the Cup (..).....D..
James Cagney, James Gleason

MISCELLANEOUS

ASTOR

Border Fence (60) .....D.. 8-15-51
Walt Wayne, Lee Morgan

Men of the Sea (70) ....D..
Roger Livesy, Margaret Lockwood

HALLMARK

One Too Many (106) ....D.. Jan.-51
Ruth Warrick, Richard Travis, Ginger Prince

WESTERN ADVENTURE

King of the Bullwhip (59) W.. 2- 1-51
Lash LaRue, Fuzzy St. John, Anne Gwynne

REISSUES

ASTOR

Bridge of San Luis Rey (91) D..3- 1-51
Lynn Bari, Louis Calhern

Mr. Ace (90) .....D.. 6-15-51
George Raft, Sylvia Sidney

COLUMBIA

King of the Wild Horses (66) D..Apr.-51
William Janney, Dorothy Appleby

RKO RADIO

They Got Me Covered (94) C.. 3- 9-51
Bob Hope, Dorothy Lamour

Up in Arms (105) .....C.. 2-15-51
Danny Kaye, Dinah Shore, Dana Andrews

REALART

Condemned to Hang (87) ..D.. 2- 1-51
Franchot Tone, Alan Curtis

Confessions of a Model (78) D.. 4- 1-51
Danielle Darrieux, Douglas Fairbanks jr.

Deadly Enemies (86) .....D.. 2- 1-51
Rod Cameron, Broderick Crawford

Fighting Sullivans (111) ..D.. 2- 1-51
Anne Baxter, Thomas Mitchell

Little Giant, The (91) ....C.. 5- 1-51
Bud Abbott, Lou Costello

Phantom of Paris (60) ....D.. 3- 1-51
Maria Montez, Patric Knowles

Salerno Beachhead (117) D.. 2- 1-51
Dana Andrews, Richard Conte, John Ireland

Secrets of a Sinner (63) ..D.. 4- 1-51
Madge Evans, John Boles, Bruce Cabot

Tangier (76) .....D.. 1- 1-51
Maria Montez, Robert Paige

Time of Their Lives (91) ..C.. 5- 1-51
Bud Abbott, Lou Costello

Werewolf of London (76) D.. 3- 1-51
Henry Hull, Valerie Hobson

REPUBLIC

Lost Planet Airmen (65)..D.. 7-25-51
Tristram Coffin, Mae Clarke

20th CENTURY-FOX

©Buffalo Bill (90) .....W..June-51
Linda Darnell, Joel McCrea, Maureen O'Hara

©Jesse James (106) .....W..June-51
Tyrone Power, Henry Fonda, Nancy Kelly

©Kentucky (96) .....D..June-51
Loretta Young, Richard Greene, Walter Brennan

©My Friend Flicka (89) ....D..June-51
Roddy McDowall, Preston Foster, Rita Johnson

©Return of Frank James (..)W..June-51
Henry Fonda, Gene Tierney, Henry Hull

©Smoky (87) .....D..June-51
Fred MacMurray, Anne Baxter, Bruce Cabot

©Thunderhead—Son of Flicka (78) .....D..June-51
Roddy McDowall, Preston Foster, Rita Johnson

WARNER BROS.

Dodge City (104) .....SW.. 3-17-51
Errol Flynn, Olivia DeHavilland, Ann Sheridan

Virginia City (121) ....SW.. 3-17-51
Errol Flynn, Miriam Hopkins, Randolph Scott

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from BOXOFFICE review. ‡‡ Very Good. + Good. ± Fair. — Poor. = Very Poor. ◎ Indicates color photography.

SHORTS CHART

Columbia

Prod. No. Title Rel. Date Rating Rev'd

ASSORTED COMEDIES

3423 Innocently Guilty (16)..12-21-50 ± 3-24
3413 He Flew the Shrew (16½)1-11-51 + 3-17
3414 Wedding Yells (16).... 2- 8-51 + 3-10
3424 Wine, Women and Bong (15½) ..... 2-22-51 + 3-31
3415 Blonde Atom Bomb (17) 3- 8-51 + 4-14
3425 The Awful Sleuth (16).. 4-19-51 ± 5- 5
3416 Fun on the Run (16).. 5-10-51 ± 5-26
3426 Woo Woo Blues (16)... 7- 2-51 + 7-21

CANDID MICROPHONE
(One-Reel Specials)

3553 Subject No. 3 (10½).. 2-15-51 + 3-17
3554 Subject No. 4 (11).... 4-12-51 + 4-14
3555 Subject No. 5 (10½).. 6-14-51 ± 6-23
3556 Subject No. 6 (10).... 8-15-51 ....

CAVALCADE OF BROADWAY

3652 The China Doll (11)...12-28-50 + 2-24
3653 Havana Madrid (10.).. 4-12-51 + 5- 5
3654 New York After Midnight (11) ..... 6-28-51 ‡‡ 7-21

COLOR FAVORITES
(Technicolor Reissues)

3604 The Foolish Bunny (8)..12- 7-50 ‡‡ 12-30
3605 Midnight Frolics (7½). 1-11-51 + 3-17
3606 The Carpenters (8).... 2- 8-51 + 3-31
3607 Poor Little Butterfly (8) 3-15-51 ....
3608 Jitterbug Knights (7½) 4-15-51 + 4-14
3609 Birds in Love (8)..... 5-17-51 ± 6- 9
3610 Air Hostess (8)..... 6-21-51 + 6-23
3611 The Egg Hunt (7½).. 7-26-51 + 7-21
3612 Merry Manakins (8)... 8-23-51 ....

COMEDY FAVORITES
(Reissues)

3433 Taming of the Snood(16)12-14-50 + 12-30
3434 Champ's a Chump (19) 2-15-51 + 3-17
3435 General Nuisance (18).. 4-12-51 + 5- 5
3436 Phony Cronies (16½).. 6-14-51 ± 6-30

JOLLY FROLICS
(Technicolor)

3502 Gerald McBoing Boing(7) 1-25-51 ‡‡ 12-23
3503 Family Circus (6½)... 6-28-51 ‡‡ 6-23

MR. MAGOO
(Technicolor)

3702 Bungled Bungalow (6½)12-28-50 + 3-24
3703 Barefaced Flatfoot (7). 4-26-51 + 5- 5

MUSIC TO REMEMBER

3751 Borodin's Prince Igor and Polovetsian Dances (9½)..... ....
3752 Tchaikovsky's Nutcracker Suite (9½) ..... + 10-14
3753 Tchaikovsky's Piano Concerto in B-Flat Minor (10)..... + 11-11
3754 Grieg's Peer Gynt Suite (9½).. ....
3755 Tchaikovsky's 1812 Overture (11)..... + 12-23
3756 Tchaikovsky's Swan Lake Ballet (10) ..... + 2-24

SCREEN SNAPSHOTS

3854 Heart Throbs of Yesterday (10) .....12-14-50 + 12-30
3855 Reno's Silver Spurs Award (9) ..... 1-25-51 + 3-31
3856 Jimmy McHugh's Song Party (10½) ..... 3-22-51 ± 4-14
3857 Hollywood Memories (9) 4-19-51 + 5- 5
3858 Hollywood Awards (9½) 5-17-51 + 6-23
3859 Hollywood Pie Throwers (9½) ..... 6-21-51 ± 7-21
3860 The Great Director (9). 7-19-51 ....

STOOGE COMEDIES

3404 A Snitch in Time (16½ 12- 7-50 ± 12-30
3405 Three Arabian Nuts (16) 1- 4-51 ± 3-24
3406 Baby Sitter's Jitters (16) 3- 1-51 + 3-17
3407 Don't Throw That Knife (16) ..... 5- 3-51 + 5-26
3408 Scrambled Brains (16).. 7- 5-51 + 7-21

TWO-REEL SPECIALS

3440 A Day With the FBI (19) ..... 7-21-51 ‡‡ 5-26

VARIETY FAVORITES

3953 Milt Britton and Band (11) .....12-21-50 ....
3954 Brokers Follies (11)... 2-22-51 + 3-31

WORLD OF SPORTS

3805 Army's All-American (10) 2-22-51 + 3-31
3806 Quebec Sports Holiday (8½) ..... 4-12-51 + 5- 5
3807 Mr. Tennis (9)..... 4-26-51 + 5-26
3808 Future Major Leaguers (11) ..... 5-31-51 + 6-23
3809 Sunshine Sports (10)... 6-28-51 ± 7-21
3810 Anglers Aweigh (10).. 7-26-51 ....

SERIALS

3140 Overland With Kit Carson 15 Chapters (reissue) 2-15-51 + 3-10
3160 Roar of the Iron Horse.. 15 Chapters 5-31-51 + 6- 2

Metro-Goldwyn-Mayer

Prod. No. Title Rel. Date Rating Rev'd

CARTOONS
(Technicolor)

W-234 The Chump Champ (7) 11-4-50 ....
W-236 The Peachy Cobbler(7) 12- 9-50 + 2- 3
W-238 Fresh Laid Plans (9).. 1-27-51 + 2-10
W-239 Cock-a-Doodle Dog (7) 2-10-51 + 2-10
W-241 Daredevil Droopy (6).. 3-31-51 + 5-12
W-243 Droopy's Good Deed (7) 5- 5-51 + 5-26
W-245 Symphony in Slang (7) 6-16-51 + 5-26

GOLD MEDAL REPRINTS
(Technicolor)

W-262 Early Bird Dood It (9) .....12- 2-50 ....
W-263 Million Dollar Cat (7) 2-24-51 ‡‡ 2- 3
W-264 The Shooting of Dan McGoo (8) ..... 4-14-51 + 5-12
W-265 Gallopin' Gals (7).... 6- 2-51 + 5-26
W-266 The Bodyguard (7)... 8- 4-51 ....

PEOPLE ON PARADE
(Technicolor)

P-211 Egypt Speaks (8)..... 1- 6-51 + 2- 3
P-212 Voices of Venice (8).. 2- 3-51 + 4-14
P-213 Springtime in Netherlands (9) ..... 4-21-51 ± 6- 2
P-214 Land of Zuider Zee (9) 4-28-51 ± 6- 2
P-215 Word for the Greeks (8) 5-12-51 ....
P-216 Romantic Riviera (9).. 6-23-51 ....

PETE SMITH SPECIALTIES

S-255 Wanted: One Egg (9).12-16-50 ± 2- 3
S-256 Sky Skiers (8)..... 2-17-51 ‡‡ 2- 3
S-257 Fixin' Fool (8)..... 3-24-51 + 4-14
S-258 Camera Sleuth (10)... 4-28-51 ‡‡ 5-12
S-259 Bandage Bait (9)..... 6-16-51 + 5-26
S-260 Bargain Madness (9)..... ....

TOM & JERRY CARTOONS
(Technicolor)

W-235 Cueball Cat (7).....11-25-50 ....
W-237 Casanova Cat (7).... 1- 6-51 + 2-10
W-240 Jerry and the Goldfish (7) ..... 3- 3-51 + 4-14
W-242 Jerry's Cousin (7).... 4- 7-51 + 5-12
W-244 Sleepy-Time Tom (7).. 5-26-51 + 6- 2
W-246 His Mouse Friday (7) 7- 7-51 ....

Paramount

Prod. No. Title Rel. Date Rating Rev'd

CASPER CARTOONS

B10-2 Once Upon a Rhyme (8) 12-15-50 + 3-17
B10-3 Boo Hoo Baby (8).... 3-30-51 ‡‡ 3-17
B10-4 To Boo or Not to Boo (7) ..... 6- 8-51 ‡‡ 6-30
B10-5 Boo Scout (8)..... 7-27-51 + 7-14
B10-6 Casper Comes to Clown (..) ..... 8-10-51 ....

CHAMPIONS
(Reissues)

Z10-3 Popeye a la Mode (7).11- 3-50 ....
Z10-4 Shape Ahoy (6).....11-17-50 ....

GRANTLAND RICE SPORTLIGHTS

R10-4 Targets on Parade (10) 11-24-50 + 1-13
R10-5 Dobbin Steps Out (10) 12- 8-50 + 3-10
R10-6 Top Flight Tumblers (10) ..... 1-12-51 + 2-24
R10-7 Isle of Sport (10).... 2-16-51 + 3-17
R10-8 Big Little Leaguers (9) 3-16-51 + 4-21
R10-9 Jumping Off Place (10) ..... 5-11-51 + 5-19
R10-10 Close Decisions (10). 5-25-51 + 7-14
R10-11 City of Ball Tossers (10) ..... 6-22-51 + 7-21
R10-12 Follow the Game Trails (10) ..... 7-20-51 + 7-21

NOVELTOONS
(Technicolor)

P10-3 Sock-a-Bye Kitty (7)..12-22-50 + 3-17
P10-4 One-Quack Mind (7).. 1-12-51 + 2-24
P10-5 Mice Paradise (7).... 3- 9-51 + 3-24
P10-6 Hold the Lion, Please (7) ..... 4-27-51 + 4-14
P10-7 Land of Lost Watches(9)5- 4-51 + 5-19
P10-8 As the Crow Lies (6).. 6- 1-51 + 7-28
P10-9 Slip Us Some Redskin (7) ..... 7- 6-51 + 7-21
P10-10 Party Smarty (..)... 8- 3-51 ....

PACEMAKERS

K10-3 Country Cop (10)....12- 8-50 ‡‡ 1-13
K10-4 Music Circus (11).... 2- 2-51 + 2-24
K10-5 Kids and Pets (11).. 3-23-51 + 4-14
K10-6 The Littlest Expert (10) 4-13-51 + 5-19

POPEYE CARTOONS
(Technicolor)

E10-2 Riot in Rhythm (7)..11-10-50 + 11-18
E10-3 Farmer and Belle (7) 12- 1-50 + 2- 3
E10-4 Vacation With Play (7) 1-26-51 + 3-10
E10-5 Thrill of Fair (7).... 4-20-51 + 4-14
E10-6 Alpine for You (7)... 5-18-51 + 5-19
E10-7 Double Cross Country Race (7) ..... 6-15-51 + 6-30
E10-8 Pilgrim Popeye (7)... 7-13-51 + 7-14

SCREEN SONGS
(Color)

X10-1 Fiesta Time (7).....11-17-50 ....
X10-2 Fresh Yeggs (7).....11-17-50 + 2- 3
X10-3 Tweet Music (7)..... 2- 9-51 + 3-10
X10-4 Drippy Mississippi (7). 4-13-51 + 4-14
X10-5 Miners Forty Niners (7) ..... 5-18-51 + 5-19
X10-6 Sing Again of Michigan (7) ..... 6-29-51 + 7-14

THE MOVIES AND YOU

T10-2 The Cinematographer (10) ..... 1-15-51 ‡‡ 1-20

RKO Radio

Prod. No. Title Rel. Date Rating Rev'd

CLARK & McCULLOUGH
(Reissues)

13,603 Alibi Bye Bye (21)..11-17-50 ± 1-27
13,604 Jitters, the Butler (20) .....12-29-50 ....

COMEDY SPECIALS

13,402 Night Club Daze (16) 11-24-50 + 9- 2
13,403 Newlyweds' Boarder (15) ..... 1-19-51 ± 5- 5
13,404 Tin Horn Troubadours (16) ..... 3-16-51 ± 2-10
13,405 Newlyweds' Easy Payments (15) ..... 5-11-51 ± 2-10
13,406 From Rogues to Riches (15) ..... 7- 6-51 ± 9- 1

DISNEY CARTOONS
(Technicolor)

14,106 Out on a Limb (7)..12-15-50 + 1-13
14,702 Donald's Golf Game (8) (reissue) .....12-29-50 ....
14,107 Lion Down (7)..... 1- 5-51 + 1-13
14,108 Chicken in the Rough (7) ..... 1-19-51 ‡‡ 3-10
14,109 Cold Storage (7).... 2- 9-51 + 2-24
14,703 Merbabies (9) (reissue) ..... 2-23-51 ....
14,110 Dude Duck (7)..... 3- 2-51 + 4-21
14,111 Home Made Home (7) 3-23-51 + 5- 5
14,112 Corn Chips (7)..... 4- 6-51 ‡‡ 6- 9
14,704 The Practical Pig (8) (reissue) ..... 4-20-51 ....
14,113 Cold War (7)..... 4-21-51 + 6- 2
14,114 Plutopia (7)..... 5-18-51 + 6- 9
14,115 Test Pilot Donald (7) 6- 8-51 + 6-23
14,116 Tomorrow We Diet-(7) 6-29-51 + 6-23
14,705 Polar Trappers (8) (reissue) ..... 7- 6-51 + 7-21
14,117 A Lucky Number (7) 7-20-51 + 6-23
14,118 R'Coon Dawg (7).... 8-10-51 + 6-23
14,706 Old Mill (9), reissue.. 8-24-51 ....

LEON ERROL COMEDIES

13,702 Spooky Wooky (15)..12- 1-50 + 1-27
13,703 Chinatown Chump (16) 1-26-51 + 3-10
13,704 Punchy Pancho (16).. 3-30-51 + 2- 3
13,705 One Wild Night (17).. 5-25-51 + 6- 2

MY PAL SERIES

13,202 Pal's Gallant Journey (22) ..... 2-16-51 + 2-24

PATHE SPORTSCOPES

14,303 Diving Dynasty (8)...11-17-50 ....
14,304 Connie Mack (8)....12-15-50 ‡‡ 2- 3
14,305 Canadian Snow Fun (8) 1-12-51 ‡‡ 2-24
14,306 Big House Rodeo (8).. 2- 9-51 + 6- 2
14,307 The Big Shoot (8)... 3- 9-51 + 4-21
14,308 Slammin' Sammy Snead (9) ..... 4- 6-51 + 5-12
14,309 First Lady of the Turf (8) ..... 5- 4-51 + 6- 2
14,310 Ted Williams (8).... 6- 1-51 ± 6-23
14,311 Lake Texoma (8) .... 6-29-51 ± 7-21
14,312 Rainbow Chasers (8) 7-27-51 + 9- 1

SCREENLINERS

14,206 Movie Oldies (9)..... 1-26-51 + 3-10
14,207 Lifeguard (8) ..... 2-23-51 ± 4-21
14,208 Flying Padre (9)..... 3-23-51 + 5- 5
14,209 Your Fate Is in Your Hands (8) ..... 4-20-51 + 6- 2
14,210 Florida Cowhands (9) 5-18-51 + 6-23
14,211 Card Sharp (9)..... 6-15-51 + 7-14
14,212 Cleopatra's Playground (9) .....7-13-51 + 9-1

SPECIALS

13,901 Football Headliners of 1950 (17) .....12- 8-50 + 1-13

THIS IS AMERICA

13,104 Letter to a Rebel (16) 12- 8-50 ....
13,105 Airline to Anywhere (16) ..... 1- 5-51 + 2- 3
13,106 Lone Star Roundup (15)2- 2-51 + 4-21
13,107 Cruise Ship (16).... 3- 2-51 + 4-21
13,108 Day at the Fight (16) 3-30-51 ‡‡ 5-12
13,109 MacArthur Story (16) 4-27-51 + 4-21
13,110 They Fly With the Fleet (16) ..... 6-22-51 ‡‡ 7-14
13,111 Ambulance Doctor (16) 7-20-51 ‡‡ 9- 1

TRUE-LIFE ADVENTURE

23,301 Nature's Half Acre (33) ..... 8- 3-51 ....

20th Century-Fox

Prod. No. Title Rel. Date Rating Rev'd

MARCH OF TIME

Vol. 16, No. 8 Tito—New Ally? (17½) .....12-22-50 ....

1951 SEASON

Vol. 17, No. 1 Strategy for Victory (17½) .....Feb.-51 ‡‡ 2-10
Vol. 17, No. 2 Flight Plan for Freedom (18½) .....Mar.-51 ....
Vol. 17, No. 3 The Nation's Mental Health (19)...Apr.-51 + 5- 5
Vol. 17, No. 4 Moroccan Outpost (17) .....June-51 ‡‡ 6-23
Vol. 17, No. 5 Crisis in Iran (19) .....Aug.-51 ‡‡ 7-28

SPORTS

3101 Arrow Artistry (10)....Jan.-51 ....
3102 Let's Go Marlin Fishin' (10) .....Mar.-51 ± 6-23

SPECIAL-3 REELS

7101 Why Korea? (30).....Jan.-51 + 1-27

TERRYTOONS
(Technicolor)

5101 The Talking Magpies in Rival Romeos (7).....Jan.-51 ....
5102 Nutsy in Squirrel Crazy (7) .....Jan.-51 + 2-10
5127 The Lucky Duck (7) (reissue) .....Jan.-51 ....
5103 Little Roquefort in Three Is a Crowd (7).....Feb.-51 ± 2-10
5104 Woodman Spare That Tree (7) .....Feb.-51 + 1-27
5128 The Bird Tower (7) (reissue) .....Feb.-51 ....
5105 Half Pint in Stage Struck (7) .....Mar.-51 + 2- 3
5106 Mighty Mouse in Sunny Italy (7) .....Mar.-51 + 1-27
5107 Gandy Goose in Songs of Erin (7) .....Mar.-51 + 1-27
5129 Shipyard Symphony (7) (reissue) .....Apr.-51 ....
5108 Bulldozing the Bull (7)..Apr.-51 + 5-19
5109 Gandy Goose in Spring Fever (7) .....Apr.-51 + 5-19
5110 Goons From the Moon (7) May-51 + 6-30
5111 Musical Madness (7)....May-51 + 6-30
5130 Temperamental Lion (7) (reissue) .....May-51 ....
5112 Elephant Mouse (7).....June-51 ....
5113 The Rainmakers (7).....June-51 ± 7-28
5114 Injun Trouble (7).....June-51 + 7-28
5115 Seasick Sailors (7).....July-51 ± 7-28
5116 Tall Timber Tale (7)....July-51 ± 7-28
5117 Aesop's Fables Golden Egg Goosie (7).....Aug.-51 + 7-28
5118 A Swiss Miss (7).....Aug.-51 + 7-28

Universal-International

Prod. No. Title Rel. Date Rating Rev'd

CARTOON MELODIES

6382 Peggy, Peg and Polly (..) 1-22-51 + 1-20
6383 Lower the Boom (10).. 3-19-51 + 2-17
6384 Bubbles of Song (10).. 5- 7-51 + 6- 9
6385 Readin' Writin' and 'Rithmetic (10) .... 5-28-51 + 6-30
6386 Nifty Billy (10) ..... 6-25-51 + 6-23
6387 MacDonald's Farm (..) 7-30-51 + 7-14

NAME BAND MUSICALS

6302 Jerry Gray and the Band of Today (15).....12-20-51 + 1-20
6303 Sugar Chile Robinson, Count Basie and His Sextet (15) ..... 1- 3-51 + 3-10
6304 Frankie Carle & Orch. (15) ..... 1-31-51 + 2-17
6305 Ray Anthony & His Orchestra (15) ..... 2-28-51 + 3-17
6306 Tex Williams Western Varieties (15) ..... 3-28-51 ± 3-24
6307 Frank DeVol and His Orch. (15) ..... 5- 2-51 + 5-19
6308 Eddie Peabody & Sonny Burke's Orch. (15)... 5-23-51 + 6- 9
6309 Sportsmen and Ziggy Elman's Orch. (15).. 6-13-51 + 5-12
6310 Teresa Brewer and Fire-house Five Plus Two(15)6-27-51 + 6-30

TWO-REEL SPECIALS

6202 Arnold the Benedict (..) 8- 8-51 ± 7-14

SHORTS CHART

TECHNICOLOR CARTUNES
(Reissues)

6322 Three Lazy Mice (7)	12- 4-50		...
6323 Chew Chew Baby (7)	12-25-50	‡‡	2-17
6324 Dippy Diplomat (7)	1-15-51	+	3-17
6325 Adventures of Tom Thumb (7)	2-12-51	+	3-10
6326 Woody Dines Out (7)	3-19-51	+	3-24
6327 Andy Panda Goes Fishing (7)	4-23-51	+	5-19
6328 Springtime Serenade (7)	5-14-51	±	5-12
6329 Jungle Jive (7)	6-18-51	+	6-23
6330 Who's Cookin' Who? (7)	7-16-51		....
6331 Pied Piper of Basin Street (7)	8-20-51		....
6332 100 Pygmies and Andy Panda (7)	9-17-51		....
6333 The Fox and the Rabbit (7)	10-15-51		....

VARIETY VIEWS

6341 Battle of the Bulge (9)	1-22-51	+	2-17
6342 Brooklyn Goes to Beantown (9)	2-19-51	+	2-17
6343 Springboard to Fame (9)	3- 5-51	±	3-24
6344 Hickory Holiday (9)	4-30-51	±	5-19
6345 Finny Business (9)	5-21-51	+	6- 9
6346 Clubby Cub (9)	6-18-51	‡‡	5-12
6347 Romeo Land (9)	8- 6-51	+	7-21
6348 Monkey Island (9)	9-10-51	±	7-14

WOODY WOODPECKER CARTUNES
(Technicolor)

6351 Puny Express (7)	1-22-51	+	2-10
6352 Sleep Happy (7)	3-26-51	+	4-21
6353 Wicket Wackey (7)	5-28-51	±	5-12
6354 Sling Shot 6⅞ (7)	7-23-51	+	6-30

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd

BLUE RIBBON HIT PARADE
(Technicolor Reissues)

7305 Duck Soup to Nuts (7)	1- 6-51		....
7306 Flowers for Madame (7)	2- 3-51		....
7307 Life With Feathers (7)	3- 3-51		....
7308 Peck Up Your Troubles (7)	3-24-51	+	4-21
7309 Odor-Able Kitty (7)	4-21-51		....
7310 Book Revue (7)	5-19-51		....
7311 Stagefright (7)	6-23-51		....
7312 Sioux Me (7)	7-21-51		....
7313 The Stupid Cupid (7)	9- 1-51		....

BUGS BUNNY SPECIALS
(Technicolor)

7720 Hare We Go (7)	1- 6-51	+	2-17
7721 Rabbit Every Monday (7)	2-10-51	+	4-21
7722 Bunny Hugged (7)	3-10-51	+	4-21
7723 Fair-Haired Hare (7)	4-14-51	+	6- 2
7724 Rabbit Fire (7)	5-19-51	‡‡	6-30
7725 French Rarebit (7)	6-30-51		....
7726 His Hare Raising Tale (7)	8-11-51		....

FEATURETTES

7103 Ace of Clubs (20)	1-27-51		....
7104 Roaring Guns (19) (reissue)	3-31-51		....
7105 Hunting the Hard Way (20)	5-26-51		....
7106 Law of the Badlands (20)	8- 4-51		....

HIT PARADE OF GAY NINETIES

7802 Old Family Album (10)	12-16-50	+	2-17
7804 Childhood Days (10)	2-10-51		....
7805 In Old New York (9)	4-28-51		....
7806 Musical Memories (9)	6-30-51		....

JOE McDOAKES COMEDIES

7402 So You're Going to Have an Operation (10)	12- 2-50	—	11-18
7403 So You Want to Be a Handyman (10)	1-13-51	±	1-27
7404 So You Want to Be a Cowboy (10)	4-14-51	±	5-26
7405 So You Want to Be a Paperhanger (10)	6- 2-51	+	7-14
7406 So You Want to Buy a Used Car (10)	7-28-51		....

MERRIE MELODIES
(Color)

7706 A Fox in a Fix (7)	1-20-51	+	3-31
7707 Canned Feud (7)	2- 3-51		....
7708 Putty Tat Trouble (7)	2-24-51	‡‡	4-14
7709 Corn Plastered (7)	3- 3-51	+	4-21
7710 Scent-imental Romeo (7)	3-24-51	‡‡	4-28
7711 A Bone for a Bone (7)	4- 7-51	+	6- 9
7712 Hound for Trouble (7)	4-28-51	+	6- 2
7713 Early to Bet (7)	5-12-51	‡‡	6- 9
7714 Room and Bird (7)	6- 2-51	+	7-14
7715 Chow Hound (7)	6-16-51	+	7-14
7716 Wearing of the Grin (7)	7-14-51		....
7717 Leghorn Swaggled (7)	7-28-51		....
7718 Cheese Chasers (7)	8-25-51		....

SPORTS PARADE
(Technicolor)

7504 Ski in the Sky (10)	1-13-51	+	3-31
7505 Will to Win (10)	2-24-51	+	4-14
7506 Rocky Eden (10)	4- 7-51	+	5-26
7507 Hawaiian Sports (10)	5-12-51	+	6- 9
7508 Birds and Beasts Were There (10)	6-16-51	+	6-30
7509 Making Mounties (10)	7-14-51		....
7510 Kings of the Outdoors (10)	8-18-51		....

TECHNICOLOR SPECIALS

7004 My Country 'Tis of Thee (20)	2-17	+	2-10
7005 Neighbor Next Door (20)	3-17-51	‡‡	4-28
7006 Stranger in the Lighthouse (20)	5- 5-51	‡‡	6- 2
7007 Sons of the Plains (19)	6- 9-51	+	6-30
7008 Enchanted Islands (20)	8- 4-51		....

VITAPHONE NOVELTIES

7603 Blaze Busters (10)	12-30-50	‡‡	2-17
7604 Animal Antics (10)	1-20-51	+	3-31
7605 Horse-Hide Heroes (10)	3-10-51	+	4-28
7606 Anything for Laughs (10)	4-21-51	±	6- 2
7607 World of Kids (10)	6-23-51	+	6-30
7608 Disaster Fighters (10)	8-11-51		....

MISCELLANEOUS

Prod. No.	Title	Rel. Date	Rating	Rev'd

Monogram

LITTLE RASCALS
(Reissues)

4990 Heart Are Thumps (19)	10-10-50		....
4975 Mush and Milk (18)	10-14-50		....
4991 Three Smart Boys (11)	10-24-50		....
4976 Kid From Borneo (19)	10-28-50		....
4992 Rushin Ballett (11)	11- 7-50		....
4977 Lucky Corner (17)	11-11-50		....
4993 Glove Taps (11)	11-21-50		....
4979 Anniversary Trouble (19)	11-25-50		....
4994 Night N Gales (11)	12- 5-50		....
4980 Mike Fright (18)	12- 9-50		....
4978 Beginner's Luck (19)	12-23-50		....
4981 Little Papa (19)	1- 5-51		....
4982 Pooch, The (21)	1-20-51		....

Public Relations

4 The Art Director (8) 20th-Fox	11- 1-49		....
5 The Sound Man (10) Col	1-19-50	‡‡	12-24
6 History Brought to Life (10) Para.	3-15-50		....
7 Screen Actors (9) MGM	5-13-50	+	6-17
8 Moments in Music (10) MGM	7-13-50	+	7-15
9 Costume Designer (9) RKO	9-13-50		....
10 Screen Writer (9½) 20th-Fox	Nov.-50		....

Republic

SERIALS

5081 Desperadoes of the West 12 Chapters	12-23-50		....
5082 Flying Disc Man From Mars 12 Chapters	3-17-51		....
5083 Perils of the Darkest Jungle 12 Chapters (reissue)	6- 9-51		....
5084 Don Daredevil Rides Again 12 Chapters			....

THIS WORLD OF OURS
(Trucolor)

4979 France (9)	10-15-50		....
4980 Holland (9)	11-30-50		....
1950-51 SEASON			
5071 London (9)	1-15-51		....
5072 Portugal (9)	2-15-51		....
5073 Spain (9)	3-15-51		....
5074 England (9)	4-15-51		....
5075 Hawaii (9)	5-15-51		....
5076 Greece (9)	6-15-51		....
5077 Belgium (9)	7-15-51		....

SPECIALS

9495 The Battle for Korea (9)	7- 1-50		....

Independents

Spanish Texas (10) Nationwide Pictures		+	11-11
Grandma Moses (25) AF		‡‡	12- 2
Mystery of the Flying Saucers (8) Hoffberg		‡‡	1-20
The Village Tale (35) Palestine Films		‡‡	1-27
Salzburg Fiesta (12½) Hoffberg		+	5- 5
The Beautiful Blue Danube (12½) Hoffberg		+	5- 5
Polkas (12½) Hoffberg		+	5- 5
United Nations Screen Magazine No. 5 (10) UN		+	5-12
United Nations Screen Magazine No. 6 (10) UN		+	5-12
United Nations Screen Magazine No. 8 (10) UN		+	5-12
W. B. Yeats—A Tribute (24) Brandon Films		‡‡	6- 9

SHORTS REVIEWS

The Anvil Chorus Girl
Para. (Popeye Champion) 7 Mins.

Fair. When Popeye and Bluto see Olive Oyl running a smithy, they outdo each other with feats of strength to impress her. Bluto has the upper hand when the trusty can of spinach comes to the rescue. One swallow and Bluto's back is to the wall, nailed by the anvils he'd been tossing around. Nevertheless, Bluto gets the job of helper. But Olive Oyl leaves with Popeye.

Casper Comes to Clown
Para. (Casper Cartoon) 8 Mins.

Good. Casper, the little ghost who doesn't want to scare people, makes friends with Brownie, a little bear cub. Casper trains Brownie to be a juggler. Brownie winds up in a circus juggling on a tight rope. A violent ape escapes and goes after Brownie. Casper appears on the scene and the ape runs back into his cage. Casper is a hero. He and Brownie become the stars of the circus.

Party Smarty
Paramount (Noveltoon) 8 Mins.

Good. Baby Huey, the overgrown duck, goes to Oscar's birthday party. The party crowd gang up on Huey and get rid of him. A fox breaks up the party, and while chasing the other ducks bumps into oversized Huey. Huey outwits the fox and becomes a hero. This is a natural for the Kiddy Shows.

She-Sick Sailors
Para. (Popeye Champion) 6 Mins.

Good. A cute satire in which Bluto persuades Olive Oyl that he is Superman by phoneying up several terrific feats of strength. Popeye cannot stop the psuedo strong man from running away with Olive Oyl. Spinach finally comes to the rescue and Popeye saves his sweetheart and exposes Bluto.

Antique Antics
RKO (Screenliner) 8 Mins.

Very good. A satiric commentary pokes delightful fun at a duet of old screen melodramas. The first of the pair is "The Gambler's Lament," or "Wrecked by Roulette," a smouldering, early 20th century indictment of the evils of "them thar games of chance." The second is "Treachery at the Embassy," which proves, in the good old-fashioned style, that virtue, sir, always triumphs.

Here Comes the Band
RKO (Special) 17 Mins.

Good. Unique formations combined with martial and swing music make for pleasant entertainment. The subject presents the growth, training and perfectly cadenced end product of the University of Michigan Band. This short is a must for college towns and will probably prove equally successful in other locales.

The Old Mill
RKO (Disney Cartoon) 9 Mins.

Fair. The occupants of a windmill are startled by a storm which sets the machinery of the mill in motion. The thunder, lightning and rain subside as dawn breaks through. Highlight of the subject is the unique musical rendition started by the frogs and picked up by other animals.

Prison With a Future
RKO (This Is America) 14 Mins.

Good. The rehabilitation of female prison inmates, as conducted at the Marysville Reformatory for Women in Ohio, is presented in an interesting and comprehensive manner. The reasoning behind the treatment and training of women prisoners is explained by superintendent Marguerite Reilly. The progressive system, which teaches various skills while allowing inmates a maximum of freedom, makes interesting film fare.

Cheese Chasers
WB (Merrie Melody) 7 Mins.

Good. Hubie and Bertie, the mice, eat so much cheese that they become sick and decide to commit suicide by giving themselves up to Claude, the cat. Claude thinks he must be going crazy and tries to get a gigantic bulldog to massacre him. The dog can't figure it out and ends up chasing the dogcatcher's wagon, this being his own method of ending it all.

Disaster Fighters
WB (Vitaphone Novelty) 10 Mins.

Very good. A thrilling film showing rescuers at work during hurricanes and floods, this short subject portrays nature on the rampage in a series of exciting scenes. The accompanying narration, which was written by Robert Youngson, who also directed, keeps up with the fast pace of the action.

Enchanted Islands
WB (Technicolor Special) 20 Mins.

Very good. The beautiful color alone makes this short a prize, although the musical numbers and narration also rate high. The locale is Hawaii, and many facets of that colorful land are used to build a film which amounts to sheer artistry. There is swing for the kids, thrills for sportsmen, humor for everyone and, to repeat, color to dazzle the eye.

His Hare Raising Tale
WB ((Bugs Bunny Special) 7 Mins.

Good. Bugs Bunny tells his nephew the exciting events of his career. Included are Bugs, as a baseball star, a vaudevillian, a boxer and a rocket-propelled moon explorer. When his nephew is doubtful, Bugs says if it isn't true, he hopes to be run down by a street car. He is.

So You Want to Buy a Used Car
WB (Joe McDoakes Comedy) 10 Mins.

Fair. Alice McDoakes talks Joe into trading in their car for a newer model. The salesmen at the Cagey Used Car Lot spot Joe a mile away. After some 'over-used-car' gags, Joe is sold his own car which had been repainted while he was looking at other vehicles. Joe promptly wrecks the car for the insurance, only to find that he isn't covered. The McDoakes end up on a bycicle built for two.

RATES: 15c per word, minimum $1.50, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

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HELP WANTED

Assistant house manager; permanent position, central Oklahoma, neighborhood situation. State age, salary expected, late photo, experience, details. Boxoffice, 4402.

Theatre manager. State age, number of years experience as theatre manager and recommendations. Contact L. Cochovety, Avon Theatre, South Bend, Ind.

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Operator wants job. Over 20 years with last employer. House sold, reason for this ad. Reference. H. A. Garrett, Truman, Ark.

Projectionist, 25 years experience. Go anywhere. Now available. Boxoffice, 4392.

Projectionist available. Dependable, non-drinker and single. References. Prefer Ohio, but can locate anywhere. Contact Lee Kramer, 521 N. Main St., Orrville, Ohio.

Twenty years experience, manager, booker, buyer. Salary open. Best references. Available now. Boxoffice, 4404.

BUSINESS STIMULATORS

Dartaway: Two sensational new theatre games of skill. Dartaway Enterprises, Inc., Shawnee, Kas.

Bingo with more action, $3.50 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Giveaway new 1951 car. No cost to theatre, towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddy shows. Large variety, latest newsstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1939.

Bingo die-cut cards, 75 or 100 numbers, $3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

POPCORN MACHINES

Popcorn machines, all makes, $100 up. Kettles for all makes popcorn machines. Consolidated Confections, 1314 So. Wabash Ave., Chicago, Ill.

Burch, Manley, Cretors. Star, all electric French fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

For sale: de luxe Star popcorn machine, 2 years old, with heavy popping unit. A-1 condition. Write King Theatre, Ida Grove, Iowa.

Popcorn trailer with large Burch gas heat popper and with peanut warmer. $500. West Theatre, Parsons, Kas.

AIR CONDITIONING

Just installed refrigeration. Sacrificing National Sirocco $5,000 CFM blower and washed air system, consisting of motors, starters, Allis-Chalmers SSL pump. Horton hydraulic drives with remote controls. 41½"x61" dual metal deflector. All equipment used one season only and in A-1 condition. Cost $3,850 new. First replies, first served. $1,500. Uptown Theatre, Marble Falls, Tex.

MISCELLANEOUS

Want to buy state rights good roadshow. Feature or top reissue. Boxoffice, 4391.

For sale: Not a theatre, but if you are tired fighting playdates, rentals, crowds and help shortage, I have a 1,200-acre de luxe "A" house-type ranch for $125,000. It will make over $15,000 per year, not counting any live stock receipts. Good hunting and fishing, a perfect place for showman to retire. Will sell or trade for theatre if it is a good one. Ted E. Waggoner, Box 6, South San Antonio, Tex.

STUDIO AND PRODUCTION EQUIPMENT

Complete Maurer BM recording system, $2,495; Moviola Soundpix UDS rebuilt, $1,095; heavy customized Dolly, $975; Bellhowell Specialist outfit, $2,350 originally, $1,495; Auricon Super 1200 cameras, prompt delivery, $2,649; Micro synchronizer, 4-way 16/35mm combination, $195; Bell and Howell 35mm step printer, $995; 500W Sunspots on stands, $77.50; new 35mm continuous sound picture printers, $995; new Bridgamatic Jr. 16mm automatic developing machines (plus tax), $995. Cash paid for used equipment. Trades taken. S.O.S. Cinema Supply Corp., 604 W. 52nd St., New York 19, N. Y.

DRIVE-IN THEATRE EQUIPMENT

Popcorn machines, half price. Wiener, Hamburger, Sno-Cone, Peanut Roasters, Bun Warmers. Poppers Supply, 146 Walton St., Atlanta, Ga.

Drive-ins, don't delay. Improve your light and sound this season. Send for S.O.S. listing, stating your car capacity. S.O.S. Cinema Supply Corp., 604 W. 52nd St., New York 19, N. Y.

GENERAL EQUIPMENT—USED

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

For sale: 450 in-a-car speakers and complete booth equipment for inexpensive drive-in, all for $2,500. Write John Whipple, Box 7, Muleshoe, Tex.

RCA Economy Amplifier speaker and two soundheads, all for $350. Guaranteed. ATSCO, 936 E. Market St., Akron, Ohio. Ask for list of other equipment.

For sale: Two GE 60" regulation aviation searchlights with generators. Guaranteed to be in excellent operating condition. $1,000 each, f.o.b. Wichita. Sullivan Independent Theatres, 725 West Douglas Ave., Wichita, Kas.

Complete booth equipment. 1 KW lamphouses with Hertner 40/80 generator, Simplex projectors, sound system, soundheads (used 12 months). Ecorse Theatre, Ecorse, Mich.

For Sale: Ashcraft lamps, Kneisley rectifiers, Century heads, Century amplifier, RCA soundheads, Altec speaker; additional equipment included for booth, such as 5-point pedestals, monitor, etc. Only thing needed would be screen. Russell U. Olnhausen, 4034 Cloverlea St., Pittsburgh 27, Pa.

Going for song! New metal V marquee. Beautiful 25x12 built-in sections easy to move. Also, 4 aluminum-covered front doors, very nice. Also, super beautiful velour screen curtain. Five colors track motor complete, bought new, used 15 months. Cost five grand, what am I offered? E. J. Hunter, Colquitt, Ga.

Star gives value! That's what thousands exhibitors say! Strong 1 KW lamphouses and rectifiers, rebuilt, $595; Simplex A-15 sound system, complete, rebuilt, $975; Super-Simplex mechanisms, rebuilt, $850 pair; 2-unit electric ticket register, rebuilt, $129.50; Western Electric 206 soundheads, rebuilt, $195 pair. What do you need? Star Cinema Supply, 441 West 50th St., New York 19, N. Y.

1,000-cup capacity Drink-O-Mats, factory rebuilt with Changemakers for 5c or 10c operation; 3 flavor selections, $875; 4 flavor selections, $925, FOB New York. Coldrinx, Inc., 234 West 56th St., New York, N. Y.

Equipment, beautiful theatre, Duke, Okla.: Complete booth equipment, 280 upholstered seats, air conditioner, Star popcorn machine, electric water fountain, aisle and lobby rugs, etc., $7,500. Call or write Ernest Craig, Granite, Okla.

Holmes sweet Holmes! Educators (Mazda lamps), $605; with W. E. soundheads, Baby Strong arcs, rectifiers, special $995. All rebuilt like new, dual outfits with amplifier and speaker. Time deals invited. S.O.S. Cinema Supply Corp., 604 W. 52nd St., New York 19, N. Y.

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For sale. Can be seen in operation at Bama Theatre, Town Creek, Ala. Two Simplex Acme projectors, complete with magazines; pair of large Acme lamps, manufactured by Strong, with 10¼" reflector two slightly used rectifiers; pair of new Ross lenses, built in soundheads; pair of heavy duty pedestals; one RCA amplifier. All for $1,000. Mrs. James W. Robinson, Bama Theatre, Town Creek, Ala.

GENERAL EQUIPMENT—NEW

Replacement speakers for Simplex Senior in-car speakers, manufactured by Jensen, $1.05 each; leatherette, long wearing, plastic coated with twill backing, colors; blue, brown, red and green. Regular $2.10 yard, only $1.75; coated lenses, F2.0 speed, $99. Holmes 16mm Rex sound projector, complete, new, special, $369. Drive-in speaker ramp switch panel, with post light, transformer, 19-inch rack mounting, new, $175. With cabinet, $195. Minimum order $10; 25 per cent with order, balance C.O.D. Joe Hornstein, Inc., 3330 Olive St., St. Louis 3, Mo.

Play up attractions with tempered Masonite marquee letters, 4"—35c; 8"—50c; 10"—60c; 12"—85c; 14"—$1.25; 16"—$1.50. S.O.S. Cinema Supply Corp., 604 W. 52nd St., New York 19, N. Y.

S-T-R-E-T-C-H your $$$ at S.O.S. Rectifier bulbs, 15 amp, $4.59; coated lenses (25% more light), $100 pair; intercom telephones, $9.95. S.O.S. Cinema Supply Corp., 604 W. 52nd St., New York 19, N. Y.

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Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1320, Central Ave., Chicago 51, Ill.

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Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

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Theatre, Nebraska, western Iowa, northern Kansas. No brokers. Over 400 seats. Town 1,800 population or over. Confidential. Experienced. L. J. Burkitt, Sparta, Wis.

Sell your theatre privately. 32nd year. Highest reputation, know-how. Arthur Leak, Theatre Specialist. 3305 Caruth. Dallas, Tex.

Sold my theatres. Want to lease drive-in with purchase option. Substantial advance rent. Boxoffice, 4386.

Wanted to lease drive-in or indoor house, Florida, Alabama, Georgia. Olin Evans, Florala, Ala.

Have buyer for $40,000 theatre in good town. Write Walter Jackson, Realtor, Chillicothe, Mo.

Theatre wanted in western North Carolina by executive who likes climate. All replies strictly confidential. Give full details. Boxoffice, 4399.

Theatre in eastern North Carolina, by executive whose wife is a native of that section and wishes to return there to live. All replies strictly confidential. Boxoffice, 4398.

Oklahoma, Kansas, Arkansas, Missouri. Ample financing. Non-competitive. 2,500 minimum population. Boxoffice, 4393.

County seat type show, Arkansas, Missouri. $35,000 down, or more. Boxoffice, 4394.

Have $50,000. New Mexico, west Texas only. "Chronics" save your postage. Boxoffice, 4395.

Wanted to buy or rent, theatre anywhere. Box 44, Paris, Ill.

Colorado, New Mexico. $1,000 monthly profit, minimum. Ample finances. Confidential. Boxoffice, 4403.

Theatres wanted: Have opened branch office in Palestine, Tex.; have several good prospects for good theatres. Ted E. Waggoner, Box 6, South San Antonio, Tex., or L. S. Ducote, Box 127, Palestine, Tex.

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Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

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Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

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Upholstery Fabrics: All kinds. All colors. Send your sample for matching. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit, $6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave. Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22, Ill.

THEATRE TICKETS

Prompt service. Special printed roll tickets, 100,000, $26.70; 10,000, $7.80; 2,000, $4.95 Each change in admission price, including change in color, $3 extra. Double numbering extra F.O.B. Kansas City, Mo. Cash with order. Kansas City Ticket Co., 109 W. 18th St., Kansas City, Mo.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Build double parking Drive-In theatres under franchise Patent 2,102,718, reissue 23,756. Up to 30% more seating capacity with little additional cost. Louis Josserand, 3710 Mt. Vernon, Houston, Tex.

THEATRES FOR SALE (Cont'd)

Pacific Northwest theatres for sale. Write Irv Bowron, sales manager, Theatre Sales (Div.), Fred B. Ludwig, Brk. 4229 N. E. Broadway, Portland 13, Ore.

Private listings—Good situations in Texas that will bear strict investigation. Information only at Southland Theatre Brokers, 408 S. Harwood, Dallas. Phone Randolph 8922.

Ohio. 250-seat theatre for sale; excellent condition, best location, college town, population 12,000. Price under $8,000. Steve Polites, Delaware, Ohio.

Newest and latest drive-in theatre in Houston, Tex. Ultramodern in every respect. Nearest theatre to 350,000 population. All new equipment. Now operating profitably. For sale, $200,000 cash. Long term lease on land. P. O. Box 13216, Houston 19, Tex.

For sale: Uptown theatre, grind house in Jacksonville, Fla. W. D. Sears, Box 1044.

Florida. Modern, de luxe equipped, new building, parking lots: 700 seats. In town of 6,000. Only theatre. Cost over $100,000. Will sell fixtures and rent building, or sell all. $25,000 will handle. C. H. Caudell, Dancu Theatre, Wallace, N. C.

Florida theatre for sale, downtown Tampa. Lease with options to renew. Low rent, low flat film rates, 325 seats, Simplex equipment; $6,750 buys. Write O. J. Reynolds, Rex Theatre, 1115 Franklin, Tampa 2, Fla.

West Texas. Long established, only theatre. Excellent possibilities. $18,500 complete. Boxoffice, 4397.

$54,000, with terms. Dallas area, exceptionally live town of 4,000; only theatre. 500 seats. Corner brick building included. $20,000 1951 profit indicated. Beautiful home available. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

Finest area northwest Arkansas. Broiler country. Well equipped masonry building. Only show growing trade center. $12,500 handles. $10,000 yearly profit per owner. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

One Southwest's best investments. Modern 500-car drive-in. City 60,000. One other drive-in here. $5,000,000 payroll factory signed. Reactivated huge military seems certain. New major highway should double traffic access. Highly profitable, yet must sell. Natural causes. $50,000 handles. Qualified prospects, please. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

Near Waco. Modern, highly profitable drive-in, city 30,000. Finest projection, sound. Excellent record earnings. $31,000 handles. Also, same area, modern drive-in, including apartment. $28,500 down. Also, near Little Rock, very modern drive-in; concessions run 45% tickets. $22,000 down. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

West Texas thriving city 60,000, making strides. 1,485-seat operation doing well, excellent potential. $31,000 handles. Everything for gracious living conditions. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

Theatre, central Ohio. 54x80' brick building, with apartment. Ill health forces sale. J. F. Jones, Fredericktown, Ohio.

Theatre for sale. Parker Theatre, Parker, Pa.

For sale or lease, 14 theatres and 1 drive-in in towns population 4,000 and up. Buyer must have $250,000 in cash. Boxoffice, 4400.

Theatre for sale or lease: Recently remodeled, 568 seats. Air conditioned. Two tenants. Owner can live in building. Subsequent run. Boxoffice, 4401.

Theatre for sale: Downstate Illinois. Building and equipment, two years old. 650 seats. Town 11,000. Franke, 2520 Leland, Chicago 25, Ill.

Theatre in north central Kansas. Seats 288. No competition for 18 miles. Gross $1,500 monthly. Kashfinder, Wichita, Kas.

Theatre in good small Kansas town. No close competition. Doing good business. Kashfinder, Wichita, Kas.

Theatre in Wichita, Kas. Seats 365. Yearly volume $40,000. Building leased. Terms on reasonable price. Kashfinder, Wichita, Kas.

Florida: Downtown, 850-seat, first and second run, newly reconditioned theatre; formerly leased Paramount 16 years. Will sell or lease, 15% gross, long term, for ten thousand cash. John Gilooly, 128 17th Ave. No., St. Petersburg, Fla.

For sale. Wisconsin theatre; 1,500 population. No competition, very good equipment. Grossing $600 per week. $25,000 down, balance like rent, including very good building. Boxoffice, 4405.

Kansas City, Mo., neighborhood theatre. Potentials for live wire showman. Long lease, low rent, good concessions. Books open. Reasonable, terms. No brokers. Boxoffice, 4406.

Rocky mountains. Excellent county seat town. New projection, sound. Netting over $10,000. Long lease. Full price, $29,000. Terms. Boxoffice, 4380.

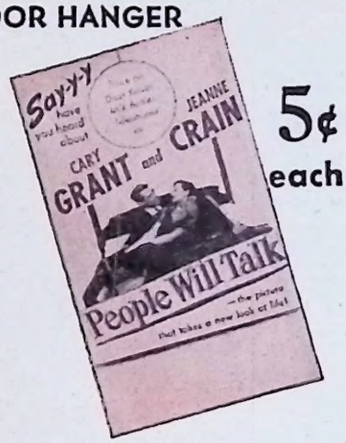
MORE CLASSIFIED ADS ON PAGE 37

EXTRA SHOWMANSHIP that gets EXTRA PROFITS!

DIE-CUT NOVELTY ACCESSORIES

...at LESS than the *Cost of Printing!*

THE "PEOPLE WILL TALK" DOOR HANGER



5¢ each

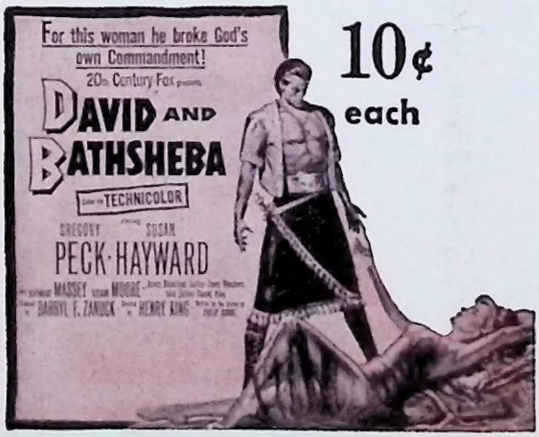
colorful hanger for door-knobs, milk bottles, telephones, car doors, etc.

Here's a great BARGAIN in SHOWMANSHIP! 20th Century-Fox, to prove the value of NOVELTY Accessories . . . has prepared the colorful, die-cut exploitation items you see on this page! Each NOVELTY is an item of outstanding *value* and *eye-appeal!* And each item is priced *far below* the actual cost of *printing*. In fact . . . 20th Century-Fox is absorbing a sizeable portion of the printing cost . . . and NATIONAL SCREEN SERVICE is charging NOTHING for the sale and distribution services being rendered!

That gives YOU . . . these sensational exploitation values . . . at just a *fraction* of what they actually *cost to print!*

You can't afford to pass up this *money-saving* opportunity, to MAKE MORE MONEY with these 20th Century-Fox Hits! Use these NOVELTY Accessories to put the "BUSINESS" back in SHOW BUSINESS! Ask at your local 20th Century-Fox or NSS exchange.

THE "BATHSHEBA" PROCESS-COLOR COUNTER CARD


For this woman he broke God's own Commandment!
20th Century-Fox presents
DAVID AND BATHSHEBA
in TECHNICOLOR
GREGORY PECK · SUSAN HAYWARD

10¢ each

stands on its own easel in your boxoffice, or merchants' windows, on counters, soda fountains, bars, restaurant tables, etc.

THE 4-COLOR "BELVEDERE" BELL

5¢ each

for streamers and hangers, in lobby, under marquees, or away-from-theatre, in merchants' windows, over soda fountains, bars, doorways, etc.

Each novelty contains space for imprint of theatre name and play dates.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

September 6, 1951